

# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CLIX

NEW YORK, MAY 19, 1932

No. 7

## New Products, Tested Advertising Made This Business Grow

Burpee Had 10,000 More Orders Last Year Than in 1930

An Interview by J. G. Donley with

**David Burpee**

President, W. Atlee Burpee Co.

[EDITORIAL NOTE: This human-interest account of the success of one of the country's oldest advertisers is really several stories grouped under a general theme. Almost any one of them, logically developed, would be helpful reading for all advertisers who in this time of stress may be finding it somewhat difficult to keep their feet on the straight path.

The Burpee story is one of working consistently to a stated program over a period of fifty-six years—never flashy, never spectacular, but everlastingly steady and shooting toward a mark.

PRINTERS' INK has more than the ordinary interest in the house of Burpee because, as is told in this article, an advertisement in the December 24, 1890, issue of PRINTERS' INK brought forth the slogan which all through these years has been the main theme of the company's advertising. Under the circumstances, therefore, we may be excused for having almost the same pride in the slogan as has the company itself.]

**M**ANY are the companies which are striving today to offset consumer apathy with new or improved products. And with a large proportion of them the urge for newness, for a new sales story to tell, for styled-up packages and new merchandising set-ups, is merely the child of the changing times.

This is the story of a business which has been fed from the cradle upon new and improved products. Last year it perfected or imported 117 of them, for sale this year. Without them it would lose its greatest selling appeal and one of the main reasons for its existence.

W. Atlee Burpee Co.—grower of vegetable and flower seeds, bulbs and perennial plants—is that business. For fifty-six years it has annually announced and sold new products to millions of consumers eagerly awaiting their advent. Seven years ago its volume went ahead of the war record, and every year thereafter up to 1930 it made a new record in volume.

Burpee does a big business in little seeds. Its gross volume (not including subsidiaries) was \$1,372,000 in 1931, against the record of \$1,480,000 in 1930. This decrease of less than 8 per cent in gross sales was due to slightly lower prices and a decline in the average order. Actually 10,000 more orders were received in 1931 than in 1930.

"As seedsmen," says David Burpee, "we have always depended upon new strains and new varieties to turn casual inquiries into orders, where old standbys might fail. Whether or not our customers have developed a greater than usual appetite for new things because of the unusual emphasis on newness in so much of today's advertising, I cannot say. But it is true that

we are experiencing the largest demand we have ever had for the higher priced novelty flower seeds. These are new varieties which have been created on our farms in California, and also importations from several European countries.

"For the first time we have segregated our new flower offerings, devoting a section of four pages of our 1932 garden book to them. Previously, new offerings have been scattered throughout the catalog in their appropriate places. This change has been purely in response to a definite demand, rather than an attempt to create a demand.

### *A Growing Appreciation of Flowers*

"It has been our experience that American gardeners are becoming more particular, more willing to pay for products that are better than the ordinary. Flower shows, now held in nearly every city of any size in America but practically unknown fifteen years ago, have helped by encouraging amateurs to excel. So has the garden club movement. In addition there is the growing appreciation of flowers which parallels cultural development.

"The year 1931 was the first time our sales of flower seeds ever went ahead of sales of vegetable seeds in money value. So far in 1932, flowers have maintained their lead, and our total sales for April of this year were about 1 per cent ahead of last year.

"When I said 'higher priced' novelties, I meant seeds selling for 35 cents or more a packet as against the usual 10 cents. These higher prices are not arbitrarily set; they are the result of a greater demand due to the appeal of newness and a restricted supply into which enters the element of time required for production and also what seems to be a baffling law of nature. Horticulturists have learned that the higher the development of a variety, the fewer the seeds it will have. Probably this difficulty has its counterpart in industry where it is found that the higher the development of the product the more complicated be-

comes the problem of mass production.

"The ideal tomato, for instance, is one with the greatest amount of flesh, and seed cavities of the smallest size. In developing petunias for size and beauty of double flowers we have produced a variety which is so crested with crumpled petals that it has lost the power to reproduce seed. In this case, artificial pollination is necessary.

"Our prices are also partially the result of tests, and our findings in this respect should be encouraging to those who are tempted by this era of bargain sales. Careful tests have never yet failed to show us that when prices are lowered below average competitive levels sales fall off. In no case has it ever paid us to reduce prices below the average. On the contrary, we have found that we can put prices above the average and maintain sales, and sometimes we have even experienced an increase in sales.

"People do not buy seeds on price. The time and work that go into the making of a garden overshadow the initial cost of the seeds. And perhaps in these times, when so many things are failing them and people are turning more than ever to the simple life and the enjoyment of flowers, there is a greater desire for assured results. The Burpee business has been built on square dealing, everything just as represented, and a blanket guarantee 'to the full amount of the purchase price.'

### *How the Burpee Slogan Originated*

"All of this is summed up in our slogan. In a very real sense, PRINTERS' INK is responsible for that slogan—'Burpee's Seeds Grow'—or at least it was the medium through which we secured this very valuable advertising phrase. More than forty-one years ago, my father, the late W. Atlee Burpee, ran an advertisement in PRINTERS' INK offering a prize of \$50 for 'the best advertisement calculated to bring business to us.' This announcement said further, 'should there be a second advertisement also of special merit we will gladly pay an additional prize of \$25.'

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### *Three M But All*

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Confic will—is for this interest and ord something featured garden r white in beginnin is to the cel, to n of all w Flowers new col 1932 gar The ad 1931 wa same am year. Th this is u designed for the years ag investme but it wa was spen of inquir is consid

"The prize-winning advertisement has long since passed into the limbo. It was the winner of the second prize who set his copy around the slogan which has been used continuously since then, and we believe, with increasing value. Later, when it became apparent that the second should have been first, my father mailed an additional check for \$25 to the second prize winner.

### Three Words— But All Important

"It seems to us that the value of this slogan lies in its simplicity. While it consists of only three words, each word is of vital importance. It tells the name of our company, the name of our product and the most important quality of the product; and it is not an overstatement. A few years ago we began the use of a similar slogan for our bulbs. At first we made it 'Burpee's Bulbs Bloom.' Eventually, such is the strength of the original slogan in our minds, we simplified this to the less alliterative, less pretentious, 'Burpee's Bulbs Grow.'"

"Confidence in the product—good-will—is the mainstay of the market for this company. But the spark of interest that touches off inquiries and orders is usually struck by something new. New varieties are featured in four colors in the garden magazines and in black and white in general publications at the beginning of the season. The appeal is to the gardener's desire to excel, to make his garden "the envy of all who see it"—"Lovely NEW Flowers . . . to add new beauty, new colors, new variety to your 1932 garden."

The advertising appropriation for 1931 was \$57,000, and about the same amount is scheduled for this year. The greater proportion of this is used for small-space copy designed merely to pull inquiries for the free catalog. Eight or ten years ago, the yearly advertising investment ran as high as \$80,000, but it was found that the more that was spent the higher was the cost of inquiries. The good-will value is considered as secondary, some-

thing extra which is not sought. "Good-will is developed as a by-product from square dealing with customers; if it cannot be built up that way it is not worth having," says David Burpee.

Even in the small-space copy, the appeal of newness is used in offering free copies of the catalog. Inviting readers to "write today," typical copy says of the 1932 garden guide, "describes all best flowers and vegetables with 117 NEW varieties."

In 1931, a total of 165,000 inquiries was received, at a cost of 32 cents apiece. Of these 132,000 were directly traceable, and 33,000 were untraceable. James Vick, a subsidiary—and incidentally, the oldest mail-order house in the United States, for it was established in 1849—had a cost of 18 cents on an expenditure of \$5,200. Another subsidiary, Wm. Henry Maule, spent \$10,000, with a resultant cost of 23 cents.

By test, Burpee has found that the most accurate way to key a piece of copy is by a range of street or building numbers. A street and number make the best code, for they are normally part of every address. Box numbers are liable to be associated with fly-by-night concerns, department numbers are likely to be omitted as unnecessary, and desk numbers are "simply terrible." James Vick's uses varying numbers on "Pleasant Street"—an actual street in Rochester, but not its actual location.

"During the current season," said Mr. Burpee, "we are receiving considerably more inquiries at a lower cost than last year.

### Most of the Volume Is Catalog Business

"About 70 per cent of our volume is catalog business, direct from the consumer. On the 30 per cent of our business which is wholesale to dealers, we have a selling expense of less than one-half of 1 per cent. This business is entirely a by-product of our advertising; we have never had a single traveler. To avoid conflict with State laws, which are anything but uniform, we find it best to sell outright to

dealers, who then own the stocks and sell them at retail according to the regulations of their own States.

"Seeds are ideally adapted to mail-order selling, for they are small, of high value and are delivered by mail directly to the door. In no other way could the desired selection of hundreds of varieties be put into the hands of widely scattered gardeners. That is why the first mail-order house was founded by a seedsman—James Vick—and seeds are sold by mail in European countries where there is little or no other catalog business.

"Our catalogs, of course, are the focal point of our selling efforts. We issue two a year; one, the annual garden book, comes out in January; the other is mailed in the fall and lists bulbs for planting at that time. My father used to write all the descriptions. But, as the business has grown, this work has been delegated to others, while I and my brother—W. Atlee Burpee, Jr., who is secretary and treasurer and co-manager of the business—stand back and judge it, and plan.

"We test everything. When my father thought a plan was good, he went ahead with it. Now, if we think a plan is good, we test it. And we have found that practically all the fundamental principles, which father was fond of stating and re-stating to us, stand up under testing. Where father played the game by ear—so to speak—we play it by note, and yet we strike the old familiar tunes.

#### **Testing a Maxim**

"It was a maxim with father that 'you can standardize merchandise, but you can't standardize the public.' That was proved by test, when we checked to learn whether it would be advisable to discontinue the Vick and the Maule catalogs and consolidate selling operations. We withheld these catalogs from certain names and mailed only the Burpee catalog to them. To others we mailed both our own book and that of their accustomed house. Results proved conclusively that names paid best with the house

to which they naturally belonged, and that the less you interfere with the natural inclinations of the prospect the better it is.

"Tests of our catalogs for paper have shown that good quality pays, but it is possible to go too far that way. We try to find the point of maximum returns. Two colors do not pay, but four colors do pay. We have learned to save a considerable amount on catalogs by having three grades, and substituting the cheaper books as indicated by productivity of names. Number one catalog uses four-color inserts and a good quality of paper; number two, has four-color inserts and uses cheap paper for the rest; number three has no color work and uses cheap paper throughout.

#### **The Same Printer for Fifty-five Years**

"This year our print order called for 1,800,000 Burpee spring catalogs, 800,000 Maule, and 200,000 James Vick. The same printer has produced Burpee catalogs for fifty-five years continuously—which is a supreme test of reliability. We have spent as much as \$255,000 for catalogs in one year, with costs as high as 26 cents apiece. But now that printing and paper are down, our costs figure out about 14 cents per book. It takes less than two catalogs to get an order from previous customers; that is, our returns on these names average about 60 per cent. Catalogs sent to new inquiry names yield about 20 per cent in orders.

"We have received as high as 7,000 cash orders in one day, and nearly every order is shipped the same day it is received. The average order is now slightly under \$3, against a little over \$3 two years ago; the range is from a few cents to as much as \$400 from large estates or commercial gardeners. We have sometimes shipped a carload of beans on one order. Follow-ups, we have found, do not pay in our business—proving again my father's wisdom in having nothing to do with such methods. 'In this business,' he said, 'forced sales are like forced plants; you can

(Continued on page 90)

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# • • • because it SELLS THE GOODS

**A**DVERTISERS are placing their appropriations carefully these days, concentrating in the proven producers.

In Milwaukee, The Journal carried 90% more advertising than the Milwaukee morning-evening-Sunday combination paper in the first four months of 1932, as compared to a lead of 79% in 1931.

## Milwaukee Newspaper Linage First Four Months, 1932

	THE JOURNAL Evening and Sunday	COMBINATION PAPER Morn., Eve. and Sunday
General	1,042,092	467,276*
Retail	2,512,656	1,376,859
Department Store	1,227,855	461,339
Classified	603,199	340,333
Total Lines	4,157,947	2,184,468

\* Does not include American Weekly Linage

In Milwaukee, every test proves it's The Journal that sells the goods!

## THE MILWAUKEE JOURNAL

**FIRST BY MERIT**

National Representatives

O'Mara & Ormsbee, Inc.

New York

Chicago

Detroit

Los Angeles

San Francisco

# WORD

There are no words so powerful that they cannot lose force if the personality of the speaker fails to carry conviction. In print or on the air, advertising must choose its words well. It must also provide the forceful "personality" of effective presentation.

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# MCCANN-ERICKSON

## ADVERTISING

Each office an agency in itself equipped to give full service to clients. New York, Chicago, Cleveland, Denver, San Francisco, Seattle, Los Angeles, Vancouver, Toronto, Montreal, Winnipeg, London, Paris, Frankfurt, a.M.



*An Illustration from the New Hartford Fire Insurance Campaign*

## An Old Fire Horse Is Turned Out to Pasture

Hartford Fire's Hellion Did Its Job So Well That It Became One-Track

**T**HERE is probably no surer index of the changing trend of the times than the outmoding of advertising characters and symbols.

When J. W. Longnecker, advertising manager of The Hartford Fire Insurance Company, hit upon the famous Hartford Hellion as an advertising personality nine years ago, it seemed that here was a symbolic figure that would be perpetually appropriate—that age could not wither nor custom stale the grimly infinite variety of his menace. Yet after nine years of Hellion heydays, the unexpected has happened: The Hellion becomes Hellion-emeritus. It is retired because the job of advertising the Hartford has grown beyond the Hellion's power to interpret adequately.

The ferocious old bugaboo was not lightly tossed aside, it may well be believed. No advertiser who has invested a lot of money over many years in building up public recognition of a symbol is in any haste to make any drastic changes. Yet, the Hellion's widespread acceptance was the very

thing that took him out of harness and placed him in pasture.

During the second year of the depression, some of the smaller fire insurance companies found themselves in a critical financial condition. And at the end of 1931, the pressure of insurance advertising obviously had to be diverted from the mere selling of *protection* to the selling of the *stability* and *security* of the insurance company which was signing the advertisement.

Moreover, the Hartford Fire had a new and broader story to tell. It had to plant in property owners' minds that every threat to property was a call for Hartford protection—windstorm, explosion—all the age-old threats of the elements, plus the added dangers created by man's own harnessing of natural forces.

The Hellion had come to stand for fire. He meant fire and nothing else. He could not step out of character and become a symbol of general destruction because he had been too long associated with sparks and smoke. Least of all could he suddenly become the

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## Reach the Greatest Audience in Michigan Through News Rotogravure.....

**B**ECAUSE pictures do have a universal appeal, and because rotogravure intensifies the power of the pictorial appeal by its faithfulness of reproduction, probably no medium, anywhere, comes so close to receiving 100% attention from every reader as does the rotogravure section of a great Sunday newspaper like The Detroit News. This fact has been definitely proven time and again by the substantial increases in the circulations of established newspapers when rotogravure sections were added, or increased in size.

The Rotogravure Section of

The Detroit News is read by nearly a million people in the Detroit trading area each Sunday. This tremendous reader interest is the result of the definite policy of The News to print only pictures of real news interest, or timeliness. To this great reader interest and attention value of The Detroit News Rotogravure Section must be added the fact that The News has the greatest circulation in Michigan. It not only reaches the greatest number of homes in every income group but also 71% of all the homes in Detroit having annual incomes of \$3,000 and over.

***New Rotogravure Rates Are Only Slightly  
Higher Than Black and White***

# The Detroit News

THE HOME NEWSPAPER

New York  
I. A. KLEIN, INC.

Chicago  
J. E. LUTZ

Member Major Market Newspapers, Inc.

symbol of stability, security and integrity.

So the curtain falls on the Helion's rampageous career.

The first of the 1932 series is devoted to the stability of the company. It is reassuring copy, calm reiteration of the one theme that in every catastrophe of the last 122 years the company has paid in full and paid in cash.

Then the theme changes to property destruction—and the burden of the advertising is the ever-growing array of destructive agents, created and fostered by man himself. This series is in black and white, and the illustrations are startling arrangements of heavy contrasting masses. The powers of destruction are symbolized by a group of huge pointing fingers focusing on the pigmy figure of a cowering man. The headline "Surrounded By Monsters Of His Own Creation" interprets the main theme of the campaign. The stability story will be carried throughout the series in a prominent panel, in which the record of the company for 122 years will be briefly sketched.

If the Hartford's familiar red and black pages of past years will be missed, there is enough vitality and power in the new series to pick up the load and carry it on to a new place in the sun.

Then, too, a wider group of readers will be reached, as three additional weekly magazines will be used.

Mr. Longnecker isn't sure whether Ole Davil Hellion is permanently retired or not. "We'll just put him in the ice box and see," he says. Perhaps normal times and new conditions may call for a renaissance of the torch swinging old Bugaboo of Insurance Advertising. But until then—it's "goodbye to all that."

### Acquire "St. Nicholas"

The Scholastic-St. Nicholas Corporation has sold *St. Nicholas* to Kable Brothers, printers and publishers of Chicago and Mount Morris, Ill. The Scholastic company, publisher of the *Scholastic* and the *Scholastic Coach*, will change its name to the Scholastic Corporation.

### Pierce Agency to Merge with Ferry-Hanly

Effective June 1, the business of Matthew G. Pierce, Chicago advertising agency, will merge with the Ferry-Hanly Advertising Company, at that city. Mr. Pierce will have an interest in the Chicago office of the Ferry-Hanly agency and will serve as a vice-president.

The advertising accounts of the Harris Trust & Savings Bank, The N. W. Harris Company and Hickey, Doyle & Company, all of Chicago, will be handled by the Chicago office of Ferry-Hanly.

### Southern Agency Council Elects

Clifford L. Fitzgerald, of the Fitzgerald Advertising Agency, New Orleans, has been elected chairman of the Southern Council of the American Association of Advertising Agencies. Henry Staples, of Staples & Staples, Inc., Richmond, has been made vice-chairman. Joe M. Dawson, of Tracy-Locke-Dawson, Inc., Dallas, has been elected secretary-treasurer.

### J. W. McIver Joins Forbes Lithograph

J. W. McIver, formerly sales promotion and advertising manager of the RCA Radiotron Company, Inc., and E. T. Cunningham, Inc., has been appointed executive vice-president of the Forbes Lithograph Company, Boston.

T. F. Joyce succeeds Mr. McIver as sales promotion and advertising manager of the Radiotron and Cunningham companies.

### Dorland Adds to Staff

George H. Mills, for many years conducting his own advertising business, has joined Dorland International, Inc., New York advertising agency, as an account executive.

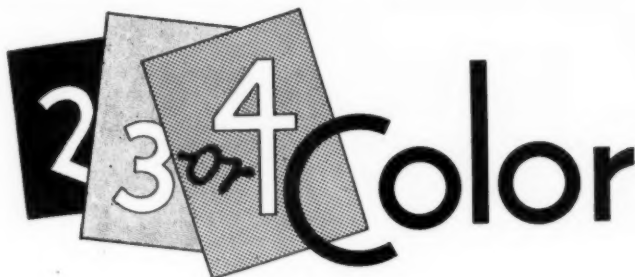
Arthur F. Connolly, formerly an official of The Millsco Agency, New York, and at one time an executive of the Wm. H. Rankin Company, has also been appointed an account executive of the Dorland agency.

### F. B. White Joins Evans Associates

Frank B. White, formerly president of the Frank B. White Company, Chicago advertising agency, and engaged in agricultural advertising for more than forty years, has been made head of the agricultural division of Evans Associates, Inc., advertising agency, also of Chicago.

### Walter Drey with Cambridge Associates

Walter Drey, formerly vice-president of the B. C. Forbes Publishing Company, New York, has joined the Cambridge Associates, Boston, as vice-president. He will make his headquarters at New York.



**A**DD color to your copy in Florida's Foremost Newspaper and check results in quickened selling and added volume.

The extremely small differential for color on 1,000 lines or more per insertion makes the change a wise purchase, gives added value entirely out of proportion to its small cost.

Advertisers and their Agencies interested in color will receive full information and sample pages on request.

**The Florida Times-Union**  
JACKSONVILLE, FLA.

Represented Nationally by REYNOLDS-FITZGERALD, Inc.

New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco



# Encore in

**I**N March and AGAIN IN APRIL, The Daily News set a new mark for leadership in Chicago retail advertising. . . . During April, The Daily News carried 842,103 lines of retail advertising, . . . leading both daily morning newspapers combined . . . and leading all other evening newspapers combined. The largest margin of leadership in Chicago in 18 months. . . . Again, retail Chicago tells the general advertiser that it's The Daily News that SELLS THE MERCHANDISE.

THE DAILY NEWS

AMERICAN

## THE CHICAGO

THE QUALITY QUANTITY CONDENSED

National Advertising Representative **GEORGE A.**  
250 Park **NEW YORK**

**CHICAGO**  
Palmolive Building

**PHILADELPHIA**  
Record Bldg.

**DETROIT** **SAN FRANCISCO**  
New Center Bldg. Monadnock

# APRIL



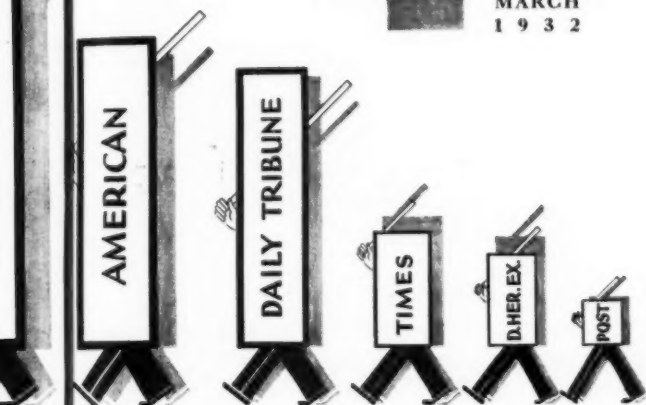
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*The Figures: April retail lineage of Chicago newspapers:  
The Daily News, 842,103; American, 555,591; Daily  
Tribune, 492,612; Sunday Tribune, 342,108; Daily Times,  
200,421; Sunday Times, 58,327; Daily Herald-Examiner,  
159,397; Sunday Herald-Examiner, 149,207; Post, 82,815.*

## GO DAILY NEWS

CONCATED EVENING CIRCULATION

Representative GEORGE A. McDEVITT CO.  
60 Park Avenue, NEW YORK

CHICAGO  
165 Broadway  
165 Broadway

Financial Advertising Offices

NEW YORK  
165 Broadway

CHICAGO  
29 S. LaSalle Street

*Sells the  
Merchandise*



## USE THIS MEASURE Of Farm Market Possibilities in the Southwest .

Classified advertisers—the boys who sell land, windmills, livestock, poultry, seeds, and what-do-you-desire—used 34% more lines during May, 1932, in the Oklahoma Farmer-Stockman than they did in May, 1931.

And remember that classified rates, the same now as in 1931, are on a par with regular line rates in the Oklahoma Farmer-Stockman.

Classified is increasing because the rural Southwest is buying. This lineage gain can mean only one thing . . . that sales can be had and are being had in Oklahoma and North Texas by those who cultivate the 203,362 families who read the Oklahoma Farmer-Stockman.

**THE**  **OKLAHOMA**  
**FARMER-STOCKMAN**  
OKLAHOMA CITY OKLAHOMA



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# Secondary Product Guards Prestige and Price of Quality Line

How This Manufacturer Successfully Handles Selling in Low Price Market So as to Increase Volume

As Told to C. B. Larrabee

By R. A. Witherell

Treasurer and General Manager, C. F. Church Mfg. Company

IN 1930 two things became apparent. First, curtailed consumer purchasing power was likely to influence a number of manufacturers to emphasize lower price merchandise. Second, the building field, which has a decided influence upon the sale of Church toilet seats, was going to be so adversely affected that it behooved us to make a careful investigation to find out where we would stand.

Since 1923 we had been advertising our line to consumers. The effectiveness of our advertising had been demonstrated by an ever increasing sales curve. We did not believe that the value of our advertising was going to be wiped out overnight and felt that there was still an important market for a quality product. However, the cheapest seat in our line retailed at that time for \$9.75 and we had long been conscious of the fact that there were great possibilities for a cheaper line manufactured to quality specifications.

In order to make sure of our facts we conducted an investigation among wholesalers, retailers and consumers, making in all more than 2,500 interviews.

The purposes of this investigation were to determine whether our Sani-White seat line was priced to suit the level of purchasing power it was designed for, second, to prove the modernization opportunity for a sheet covered product and, third, to find out what portion of the existing market was ready for a sheet covered product made to sell at a price lower than our regular line.

We uncovered some interesting and important facts. We found that 47 per cent of the homes visited admitted the need for a new toilet seat and that more than 61 per

cent of the consumers talked to said that if they were going to buy, they would buy a white seat. More than 85 per cent expressed a preference for the sheet covered finish.

In the upper markets, that is homes costing from \$12,000 upwards, we found that consumers expected to pay from \$10 to \$25 but in the intermediate or medium priced home market we found that \$5 was all the consumer wished or was willing to pay.

## **Lower-Priced Product Recommended**

Wholesalers and retailers were almost unanimous in their recommendations that we bring out a lower priced product, built as closely as possible to the Sani-White specifications.

At no time in our investigation did we consider the possibility of cheapening the quality of our established line. We did not want, if possible, to reduce prices on the line any more than was consistent with reduced material and operating cost. We felt very strongly that if we were to reduce our prices radically (that is, more than lower commodity and manufacturing costs warranted) we would have to cheapen the quality which would leave us between the devil and the deep blue sea.

For instance if we cheapened the quality and did not tell the consumer about it, when the time came that we were forced to raise our prices again, which was inevitable, we should have a great deal of difficulty re-educating consumers to pay more. If, on the other hand, we reduced the quality and told the consumer, we would lose the good-will established by nearly ten years of advertising.

It seemed obvious to us that the



drive on the new Regal line.

We prepared a folio containing a thorough description of our investigation and the possibilities for the new line. This folio was placed in the hands of our sales organization and thoroughly gone over at a sales convention held specifically for that purpose. Each of our salesmen was instructed to arrange sales meetings with all of our wholesalers to discuss thoroughly the reasons for our introduction of the new line, its market potentiality and its place in the industry.

In making their presentation they used the folio and copies of it were left with every wholesaler and each of his salesmen. They, in turn, used it in presenting it to the retailer who, in our case, is the plumber. In this manner within thirty days after our own sales meeting every important wholesaler and retailer in the country had the complete story of the new line.

It was necessary in bringing out a product that would sell approximately at one-half the lowest price prevailing that we substantiate our action with logical facts and reasons why we took the step. The folio left no room for doubt in the minds of our retail and wholesale distributors of the soundness of our bringing into the market at that time a seat which would find an immediate acceptance in the middle and lower class home field.

Our first extended campaign on the new line was carried on during April and May. It consisted of a number of helps which were furnished to dealers free of charge. Every dealer who purchased three Regal seats was given the following co-operative helps:

1. His name was placed on our preferred retail distributors list to receive inquiries resulting from our national advertising.

2. He received a copy of our "Modern Bathrooms for Old" booklet of which I will speak later.

3. A window streamer.

4. One hundred three-color blot-  
ters.

5. Three price bands for display use.

6. A wall poster illustrating the line.

Every dealer who purchased six Regal seats received, in addition to the six helps mentioned, 100 consumer letters to be sent to his prospects, 100 postcards to follow up the letters and also to build business for other plumbing supplies and a large window display piece.

Our objective in this drive was to stimulate immediate business at a time when general business conditions in the industry had reached a point where very little volume could be expected from new construction, to get a nation-wide distribution for Regal seats by putting them into the hands of the best retail plumbing establishments.

As a result of the drive during the months of April and May we sold the jobbers 47,574 Regal seats. Four hundred and sixty-five wholesalers of plumbing supplies participated by putting on an individual campaign and 2,325 wholesalers' salesmen took part. More than 4,300 plumbers reported restocking of seats in quantities of from three to fifty.

#### **An Aggressive Follow-up**

This spring drive was followed up aggressively throughout the year.

During the year we continued our national advertising on the general Church line. The theme of this campaign was the modernization of the bathroom and in our copy we pictured old-fashioned bathrooms which had been fixed up at a very moderate cost. The copy was signed by Sarah Stevens who also wrote our booklet, "Modern Bathrooms for Old."

In the copy Miss Stevens told women in detail just how she created the modernizations and how inexpensively it was done. She played strongly on the economy theme but did not recommend economy in buying seats but rather told how cheap it was to have a modern bathroom even when a high quality seat was used. Our big drive on women was made because surveys had demonstrated that 85 per cent of all replacement sales are made to women or through the influence

of women. Six women's and home magazines were used to carry the copy.

Each advertisement had a coupon offering our booklet.

The booklet, printed in color, contained a number of pictures of modernized bathrooms and a complete description of how each was improved with details as to draperies, lighting, etc. The center spread illustrated nine different seats from our line and of the nine only two were Regals. The booklet sold for 10 cents and pulled inquiries for more than 19,000, each inquiry containing a 10-cent piece.

A departure for us in the advertising was the featuring of price but we made no particular effort to emphasize low prices. For instance, in one advertisement there was illustrated a seat which retails for \$21.50. In none of the advertisements did we picture a Regal seat although in each the low priced line and the price of the Regal seat were mentioned.

Our campaign would not have been successful without the wholehearted co-operation of the wholesalers and the retail plumbers. We believe, also, that the pulling power of our advertisements was due to the fact that the copy style was geared to fit the editorial appeal of the magazine used.

Perhaps conditions in the plumbing field are unique but we sincerely believe that a great deal of the price panic which characterized so much merchandising during 1931 was ill-founded. Obviously lowered consumer purchasing power made it necessary for a manufacturer to bring out products to fit that purchasing power. On the other hand, our experience would seem to indicate that it is not necessary to make radical price reductions in an established line. It would seem to us to be far wiser to introduce a new lower priced line which will not detract from the prestige of the quality line but will really open new markets in lower consumer strata.

Charles T. Lawson, formerly sales manager of the General Motors Radio Corporation, has been appointed manager of the department store division of the Frigidaire Corporation.

## Carroll Dean Murphy Adds to Staff

Lee D. Brown, formerly vice-president of Moser, Cotins & Brown, Inc., has joined Carroll Dean Murphy, Inc., advertising agency, as vice-president. He will make his headquarters at the New York office.

Charles C. Greene, for the last four years an account executive with the Chicago office of Albert Frank & Company, has joined the Chicago staff of Carroll Dean Murphy as an account executive.

## A. M. Sherrill Advanced by "Liberty"

Arthur M. Sherrill, formerly representing *Liberty*, New York, in the Connecticut territory, has been appointed New England manager. Mr. Sherrill, who will represent *Liberty* in the New England States as well as in Connecticut, was at one time with the Condé Nast Publications.

## Remington Arms Moves Advertising Offices

All the advertising and sales promotion activities of the Remington Arms Company, Inc., have been transferred to Bridgeport, Conn., where they are being conducted under the direction of F. J. Kahrs. B. Jones, who formerly directed these activities from the New York office, has resigned.

## New Account for Reimers, Whitehill & Sherman

Glandular Laboratories of America, New York, have appointed Reimers, Whitehill & Sherman, Inc., New York, to direct their advertising. The product will be sold through department stores in key cities and elsewhere by direct mail. Newspapers and magazines will be used.

## "Textile World" to Return to Monthly

*Textile World*, New York, which is being issued weekly, will be published, hereafter, thirteen times a year. Besides the regular monthly issues, the annual number will appear in February.

For many years, prior to 1915, *Textile World* was a monthly publication.

## New Account to Ingalls

The Dutchland Farms, Brockton, Mass., have appointed Ingalls-Advertising, Boston, to direct the advertising of their Grade "A" Ice Cream. Newspaper and radio advertising will be used, covering the Cape Cod territory.

## Appoints Schwab and Beatty

The Dura Company, Toledo, metal art products, has appointed Schwab and Beatty, Inc., New York, to direct its advertising account.





## *The Pulitzer Prize in Journalism*

for the most disinterested and meritorious public service rendered by any American newspaper during 1931 has been awarded to

### THE INDIANAPOLIS NEWS



*From the Announcement of the Award by the  
Board of Trustees of Columbia University*

● "On August 30, 1930, at the beginning of the budget making period in Indiana, The News launched a campaign to eliminate waste in city management and to reduce the tax levy. The news and editorial departments were mobilized for a period of approximately eighteen months and exhaustive studies were made throughout the state. As a result of carefully coordinated effort, ably directed, eighty-six counties in Indiana made reductions in their budget . . ."

*The Indianapolis News is deeply appreciative of the honor conferred upon it by the members of the Advisory Board who judged the exhibits submitted and the Board of Trustees of Columbia University under whose direction the award was made.*

## BALTIMORE, City of Divided

From earliest days, Baltimore has been an important producer of clothing, especially men's clothing. The voluntary response of the women of Baltimore to the need of Lafayette for clothing for his army is well known.

It was not until the Civil War, however, that the demand for factory-made clothing became greatly accelerated. This was the start of large-scale production for Baltimore.

In the U. S. Government's recently issued "Biennial Census of Manufactures", which presents latest available figures on annual production, Baltimore is credited with an output of clothing valued at \$64,615,884, giving employment to 13,411 wage earners.

But clothing is only one of the many commodities produced in great volume by Baltimore. In and adjacent to the city are more than 2,200 manufacturing establishments. Such diversity of industry explains why business in Baltimore is above average, and unemployment less than in other large cities.

Indeed, a decidedly above average market, Baltimore. And, as most advertisers already know, Baltimoreans are most readily reached through the advertising columns of The Sunpapers—morning, evening and Sunday.

### The Sunpapers in April Daily (M & E) 292,538

# THE

MORNING



EVENING

# SUN

SUNDAY

New York: John B. Woodward, Inc.

San Francisco: O. Geo. Krogh

Detroit: Jos. R. Seolaro

Chicago: Guy S. Osborn

Atlanta: Garner & Grant

St. Louis: O. A. Cour

# Divided Industry: CLOTHING



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**Worcester, Massachusetts****Two Large Advertisers Know—**

The manufacturer of a new breakfast food was able, through Telegram and Gazette advertising, to immediately secure 85% distribution in Worcester. Another large firm attained, through Telegram and Gazette advertising, an immediate 80% distribution in Worcester for a new soap product. These are but two of many experiences which might be cited to show the powerful assistance rendered by Telegram and Gazette advertising to salesmen in the Worcester territory.

**Salesmen Know This—**

And welcome the opportunity to clinch a sale by saying: "This product is being backed by advertising in the Telegram and Gazette," instead of an evasive "Ads on this product will appear in—ah, the local newspapers."

**Dealers Know This—**

And know that there is a very definite relation between the advertising medium used and the amount of goods they may reasonably expect to sell. Often they will telephone the merchandising department of the Telegram and Gazette to ascertain the advertising support being given to the item in question, so that they may correctly gauge the size of the order.

*The entire Worcester market, city and suburban, is effectively cultivated through these newspapers alone.*

Average Net Paid Circulation for the Year 1931

**Over 105,000 Daily**

No other Worcester daily has one-third as much.

**THE TELEGRAM-GAZETTE**

Worcester, Massachusetts

**George F. Booth, Publisher**

Paul Block and Associates, National Representatives

New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

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# Radical Plan Quickly Distributes This New Product

What Is More, the Cost Involved in Getting Distribution Was Particularly Low

By Roy Dickinson

THIS is a story of a product for consumers developed in a plant which previously sold only to great industries. It is the story of a modern method used to cut distribution costs and to secure new outlets quickly. At a time when many firms are accused of making messenger boys out of their salesmen, this company used messenger boys instead of an introductory sales force.

For many years, the National Oil Products Company, of Harrison, N. J., has been the producer of oils used in the tanning of leather, for use in textile mills, the making of glue, paper and other products.

It had also developed oil used in the silk industry to soften, lubricate, clean and nourish the cocoons from which the silk was later spun. Since, in that state, the cocoon is an animal fibre and this oil is used to nourish it, it occurred to the company's research department that the same oil, with other ingredients added, might develop into a product which would nourish another animal fibre, namely, human hair and the scalp.

## *Eight Years of Experimentation*

Over a period of eight years, experiments were made until a product was developed that was soapless and latherless, made from olive oil which, in combination with other products, could be advertised to the public as a tonic, cleanser, a dandruff preventive and a hair dressing all in one.

The new product was named "Euthol," and was ready to be introduced to the public. An extensive sampling campaign, backed by newspaper advertising, was tried out in New Jersey, and the product moved in fair quantities from retailers' shelves to consumers.

But when it was decided to branch out with the distribution, a definite problem was met. When the salesman called in a new town on a drug store, department store or beauty shop, he was up against the sales resistance that he was offering something that seemed like just another hair preparation. A typical answer was: "I have eight different preparations now. If the public demands it I might stock some."

## *Something Dramatic Needed*

It was realized that something out of the ordinary and dramatic would have to be worked out to take this different type of product out of the class of just another one. It was decided that the distribution of free merchandise, or selling on consignment, was the most logical method, but how best to accomplish this in a way to impress the name and individuality on the trade was a matter of long discussion.

If a crew of missionary men was sent to various towns it would take a certain amount of time, and when and if the retailer was sold through the promise of local advertising, the product might be displayed or it might not. The more the problem was discussed the more apparent it became that a radical product which came out of the laboratory after a long period of research and had so many talking points back of it, required a radical introduction.

The company therefore decided to try out a new plan. A large telegraph company was approached. The company was asked why its district messengers could not deliver simultaneously to a large list of retailers a package, as well as a night letter. When it was decided that there was a feasible method

# Announcing EUTHOL

THE NEW SCIENTIFIC DISCOVERY  
THAT GIVES MAIR  
New HEALTH New BEAUTY



Here the first time you can  
give your hair another look  
and make it beautiful. As a  
simple treatment.

It gives it the look of diamonds  
Gives the hair itself a new  
look and makes it shine.

It gives the scalp so much  
of moisture, so the hair  
remains soft and healthy.

It keeps the scalp so healthy  
that the hair grows so fast  
and thick.

It gives the scalp so much  
of moisture, so the hair  
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and thick.



**EUTHOL**  
THE NEW SCIENTIFIC DISCOVERY  
THAT GIVES MAIR  
New HEALTH New BEAUTY

## One of the Advertisements Announcing the New Product

of making this delivery simultaneously, the company went to work to produce, first, an unusual display carton to hold various sizes of the new package and to be placed on the retailer's counter. It contained the actual merchandise so that the first orders would not escape the druggist. Then a frame was worked out around the carton to contain a booklet, order blank and a C. O. D. wire. Then the following steps were taken:

A keyed advertisement which had run in the trade publications going to druggists was reprinted and sent to all druggists in the two cities of Syracuse and Rochester, which were decided upon for try-out cities.

Second, the window display men were sent around and booked 100 windows in each city for a mysterious new product, name not to be disclosed, which would, however, be introduced in a dramatic way, on a definite date. Then the complete package prepared for each of the lists of 900 retailers was carefully worked out. The

newspaper copy (in Syracuse there was newspaper copy, in Rochester, electrical transcriptions on the radio) was packed in with the free merchandise, the poster, the carton and the other material. Newspaper advertising was scheduled for four days later than the date the messenger boy was to deliver the package. Inside the package also was the order blank, price list, full price structure of the line including discounts, a technical description of why the product was different and a special deal offer. A large display poster was pasted on the outside cover.

With the stage all set on the Monday after the letter had been received by the retailer, the telegraph boys set out from the office at 10 o'clock in the morning with the big packages under their arms and a telegram addressed to each store owner by name in their hands. The long night letter told the store owner that a revolutionary new product was about to enter his market. He was told to read full details in the box which the telegraph messenger would deliver to him. He was told that the free goods in the box were sent with the compliments of the company as a display for him and to catch the early orders. He was asked to "order high profit deal immediately by wire collect."

Just about thirty seconds from the time he started reading the telegram the telegraph boy pulled the box out from under his arm and presented it to him. It was quite natural for him to open up the big package which looked almost like a Merry Christmas remembrance, especially when the telegraph boy was there waiting and coaxing for an answer. In addition to the merchandise and the other enclosures previously described, there was in the box an answer which he could send free, C. O. D. to the company. It merely said, "Okay, send special deal described. Bill through jobber." There was a blank space for the name of one of the local jobbers, the retailer to check the one he dealt with regularly.

In some of the stores where

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representatives of the company watched the way the plan worked out, the druggist tore the box apart quickly, the display fell out, he saw the poster. The booklet and the big newspaper initial announcement stared him in the face, and there in his hand he had a display carton with two free bottles of the product. He was required to take only a few steps to his counter to lay out the product in full view of the possible customer.

Since the package was addressed, not to the clerk, but to the owner in each case, and the boy was instructed not to leave it if the owner was out, it got into the hands of the man who could put it up on the counter where it could be seen by the prospect.

In one city, alone, sixty-four orders on the special deal were received by the company by wire in less than forty-eight hours from the time the original night letter had been sent to the druggist. Complete distribution was secured in all drug stores, whether an initial order was placed or not, at a phenomenally low distribution cost.

The newspaper advertisement had been out only three days when all the jobbers in the territory had re-ordered. The proposition put up to the jobbers was that they were to pay only upon re-orders from the retailers in the district. Since every drug store in both cities had received the package and in almost every case checked the display was put up, the company may be said to have secured nearly 100 per cent distribution in speedy time.

The newspaper copy carried out the dramatic idea of the presentation. The thought had been worked out that since the scalp is actually a part of the skin, it should be treated with the same method, and women who had been used to reading about various types of cosmetics and cleansing creams were addressed in the same manner as if they were buying something to put on their face.

That the copy is registering as well as the initial plan for distri-

bution is indicated by the fact that a check-up made later by representatives of newspapers with portfolios of advertisements, indicated that every druggist except twelve in the first city tried out had the goods on his counter where they could be seen and that all were thoroughly conversant with the name of the product because of its unusual method of presentation.

### New York Agency Council Elects

Mark Wiseman, of The Blackman Company, has been elected vice-chairman of the board of governors of the New York Council of the American Association of Advertising Agencies. Henry Eckhardt, of the Kenyon & Eckhardt, Inc., has been re-elected secretary-treasurer. The election of Lloyd W. Baillie, of the J. Walter Thompson Company, as chairman has been previously reported.

These men together with the following constitute the board of governors: F. W. Fayant, H. E. Lesan Advertising Agency; Carleton L. Spier, Batten, Barton, Durstine & Osborn; W. C. Hoyt, Charles W. Hoyt Company, and Chester J. La Roche, Young & Rubicam, Inc.

### D. E. Northam with "Radio Guide"

D. E. Northam has been appointed advertising manager of *Radio Guide*. He was formerly manager of *World Today* and was for more than ten years with Benjamin & Kentnor Company, newspaper representative, now Reynolds-Fitzgerald, Inc.

General headquarters for all editions of *Radio Guide* have been established at 423 Plymouth Court, Chicago. National advertising and editorial matters will be handled from this headquarters office.

### Northern Outdoor Group to Meet

The annual meeting of the Outdoor Advertising Association of the Northern States will be held May 31 at the offices of the General Outdoor Advertising Company in Minneapolis. Henry F. Baker, is president of the group. Members of the association operate in Minnesota, North Dakota and South Dakota.

### Joins Blumenthal-Kahn

Paul McLaughlin, formerly with Van Sant, Dugdale & Corner, Inc., Baltimore advertising agency, has joined the Blumenthal-Kahn Electric Company, of that city, as manager of the electric sign division.

### "The Spur" Becomes a Monthly

*The Spur*, New York, which has been published semi-monthly, will hereafter be published monthly.



# Everybody Is Taxed

If All Could Know This, Mr. Smith Suggests, a National Crisis Might Be Averted

GENERAL MOTORS CORPORATION  
NEW YORK

Editor of PRINTERS' INK:

With reference to your "Pay-Day Horde" editorial, the following occurs to me:

Under our scheme of things it is not easy to segregate taxes from the other items going to make up the rent bill.

In England the tenant is accustomed to pay so much for rent plus the taxes. So he knows his taxes. This happens with us only in a small proportion of cases, usually where the amount is large and the term long.

Another exception is the co-operative apartment where the tax quota is subject of easy computation. Since it is useful as an allowable deduction against the income for State tax purposes, it is widely used and the segregation very much appreciated. Unfortunately, since there is no hard and fast relation of taxes to gross rental in the ordinary cases, it is impossible to bring home to the ordinary lessee how much of his rent is really due to taxes his landlord must pay.

There is one approach to the problem that is worth while. It is estimated that \$13,000,000,000 is the present yearly tax bill. Considering that the national income is now approximately only \$52,000,000,000 it follows that \$1 out of every \$4 of the nation's income is absorbed in taxes.

If everyone in the receipt of income would stop to reflect on where one-quarter of it goes, it wouldn't be long before Government expenses, activities and taxes came down.

No Government can long survive nor long deserve to survive, that collects as tribute one-quarter of the income of its unfortunate subjects.

Down with the cost of Government—State, federal and municipal! Shall the servants become the masters?

JOHN T. SMITH.

THE article referred to by Mr. Smith (who is general counsel and vice-president of General Motors Corporation), is an editorial in the May 5 issue of PRINTERS' INK. In it we advanced the thought that the long-suffering public, so-called, is in a large part complacent under its tax burden—complacent because it mistakenly believes the other fellow is paying the tax.

That theoretically beautiful thing known as human nature is such that many people are not going to worry much if Government is extravagant and wasteful, if alleged

public servants loaf on the job and steal, if entirely superfluous bureaucrats continue to pester and harass their employers.

They mistakenly believe that if they are renters their landlords have to pay the cost of misgovernment; and in federal affairs they think the great Congressional pastime of "soaking the rich" will bring in plenty of money and that therefore economy in Government is no particular concern of theirs.

Mr. Smith would have every person in the country, regardless of his economic or social situation, realize that directly or indirectly he is absolutely paying his share of the nation's \$13,000,000,000 tax bill and that there is no possible way for him to avoid it, regardless of how much or how little he owns or whether he owns nothing.

We dare say that only the comparative few realize that one-quarter of all the money they can possibly rake and scrape together goes to pay the cost of some kind of Governmental supervision that has been placed over them. These figures are more than significant; they are startling and they may portend a coming explosion.—[Ed. PRINTERS' INK.]

## Transferred by Butterick

E. N. Rowell, for several years covering New York State for *Good Hardware* and *The Progressive Grocer*, published by the trade division of the Butterick Publishing Company, has been placed in charge of the advertiser's service department. J. H. Baudendistel, for the last few years covering accounts in New York City, will take over the New York State territory.

## Appoints Parsons & Dampers

The *Texas Citriculture*, Harlingen, Texas, has appointed Parsons & Dampers, publishers' representatives, Chicago, as its Mid-Western representatives.

## With Indianapolis "Times"

Robert Seidel, of the advertising staff of the Washington, D. C., *Daily News*, is now with the display advertising department of the Indianapolis, Ind., *Times*.



## **Ships Don't Come In Until They're Launched**

You can get out of a market as much as what you put into it justified—no more.

If you are trying to get real business out of Chicago with make-believe advertising, quit kidding yourself and go at it *right*. Chicago is a whale of a market at any time—you can't catch it with a minnow net now any more than you could three years ago.

A real advertising and sales job can only be done in Chicago with the Chicago American in the picture. Chicago proves that for you by the persistence of its preference for the Chicago American.

The biggest evening paper in town—a home paper wielding tremendous influence on the greatest *buying group in its field*—a thoroughly metropolitan paper staffed by trained advertising, merchandising and sales experts whose help alone is worth the cost of a campaign—that's the set-up the Chicago American offers you in the country's second largest market, for whatever you have to sell.

## **CHICAGO AMERICAN**

a good newspaper now in its ELEVENTH YEAR of circulation leadership in Chicago's evening field



**National Representatives: RODNEY E. BOONE ORGANIZATION**



# CASE NO. 97 CA

(A SUBSCRIBER TO A WOMAN'S MAGAZINE) A T

"I used to read True Story every month, but for the last few months I have not bought it. I can't afford to buy it as my husband is out of work. He works for the . . . Company and has had nothing to do since the first of the year. Before my husband was laid off I subscribed to . . . I read that every month. If it was not for the subscription I couldn't read that either because I cannot afford a magazine."

★ ★ ★



**Y**OU can't sell merchandise to this woman—she isn't buying. She is out of the buying market because her husband is out of work. She is out of True Story because

she can't afford to buy it at the newsstand. She hasn't entirely stopped reading magazines though, for she subscribed to a woman's publication "before" her husband was laid off.

This woman is probably no different from thousands of other women who subscribed to magazines at some time in the past. At that time they could afford to pay for the subscription but now they may be unemployed or clutching every penny—afraid to spend.

Subscription circulation is sold on a long term basis. These readers are assembled for a period ranging from six months

to three years. Subscription circulation takes no cognizance of the fact that the subscriber may become a non-buyer or disinterested at some time before the subscription expires. Subscribers are probably readers but not necessarily buyers.

You are appropriating your advertising dollar to secure buyers for your merchandise—not readers for your advertising.

Your sales must be made to families who are buying at the present time. Past buyers are out of your market—but they are not out of the subscription market. Subscription circulation offers you no assurance of buying power at the time your advertisement is read. Newsstand circulation does. That's the difference.

On the opposite page is a case study from the True Story Keenan Newsstand Study of a woman who still buys True Story regularly at the newsstand. Read her statement and compare the sales possibilities of both families.

★ NEWSSTAND SALE RECHECKS THROCK

# 7 CASE NO. 311

(LINE) (A TRUE STORY NEWSSTAND BUYER)

"My husband has a good business and although there are six in the family, we are not bothered by financial worries. All my children, except one, are in school. He is working. I like True Story fine because of the real life stories in it. I found the entire Household Hints in this month's issue very interesting. I lend my True Story."

★ ★ ★

YOU can sell merchandise to this woman—she is buying! She is buying True Story at the newsstand every month—her husband has a good business and they are not bothered by financial worries.

This family is typical of newsstand readers. It is typical of the newsstand circulation. Newsstand readers are employed readers. They have money to spend and what is equally important, a willingness to spend.

Every woman who voluntarily goes to the newsstand, money in hand, to buy True Story, is acknowledging her desire for the magazine, her ability to buy, her inclination to make other purchases.

Newsstand circulation reassembles a buying market for you every month. The non-buying or unemployed families automatically eliminate themselves; they drop out of the buying market and the newsstand market simultaneously. Only newsstand circulation provides this safeguard for you; only newsstand circulation weeds out the unemployed; only news-

stand circulation gives the reader the option of discontinuing the magazine at any time and for any reason.

Sound, logical reasoning alone demonstrates the superiority of newsstand circulation. If you prefer statistical data the True Story Keenan Newsstand Study shows that 98% of True Story families are gainfully employed; and that 83% of the families who no longer read True Story gave up the magazine because they couldn't afford it. The complete study is available—if you haven't seen a copy, we will gladly send you one.



THOCKET-BOOK EVERY MONTH ★

**GENERAL MOTORS,** colossus of corporations, bought more advertising in The Free Press in 1931 than in any other Detroit newspaper. Out of a total of 572,535 lines purchased in Detroit, 229,891 or 40.2% of the total went into Free Press columns... 12.8% more than the first evening newspaper carried, and 98.8% more than the second evening newspaper carried. (Data from Media Records, Inc.) With its unexcelled facilities for analyzing markets, media and purchasing trends, isn't this space buying record of General Motors significant? Isn't it a dependable guide to sales making in the Detroit market? **THE DETROIT FREE PRESS**

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# Tailored-to-Medium Copy Tells Ethyl High Compression Story

Tells Prospects What Product Does and Urges People to Buy New Cars Now

THE market possibilities for Ethyl gasoline obviously are directly tied up with the operation of automobiles, but it is not so obvious that the market for the product bears a close relation to the operation of new automobiles.

The importance of this relationship is illustrated in events of the last few weeks, since the Ethyl Gasoline Corporation announced the raising of its anti-knock standard by the companies selling gasoline under its emblem. Introduction of this product was backed by four months of advertising effort packed into the space of one week.

Following strictly announcement copy, a second advertisement, instead of featuring the improved product, urged people to "Buy a New Car." One half of a spread was given over to a review of accomplishments by the motor building industry. The second half was devoted to a discussion of high compression cars and fuel.

The question arises: "Why, with a new talking point so closely associated with its product, did the company switch its copy emphasis to such generous co-operative support of a kindred industry?" Two reasons constitute the answer.

First, the company is actively promoting the "Buy a new car" movement endorsed by President Hoover, because of the impetus that will be given all business through stimulation of so basic an industry as the automobile industry.

## Many New Models Require High Compression Fuel

Second, many of the new models are specifically built for and require high compression. Therefore, the more high compression cars that are put on the road, the more high compression fuel will be sold. Sales will be easier and customers more permanent for the reason that the special fuel is es-

sential to smooth operation and because manufacturers, in booklets and on plates affixed to the motor, recommend the use of Ethyl gasoline or its equivalent, for that particular motor.

The co-operative advertising extended to influence the purchase of new cars is in line with settled policy of the company to serve as an intermediary, promoting the joint interests of both automobile makers and automotive fuel producers. By focusing attention on new cars, the company also finds it easy to swing into its story of the high compression era.

## Doing an Educational Job

Naturally, to a non-technically minded public, high compression means little or nothing. To meet this problem, the company is concentrating more than ever on educational advertising. Its list of periodicals covers weekly, class, boys', women's, business, farm, technical and trade publications, with specially prepared copy for each group.

Certain illustrations, for example, are used in advertisements for several groups, but the accompanying text discusses the illustration and its subject from the angle and in the spirit of interest most likely to win both attention and understanding of each group, individually.

For women's magazines, illustration and headline are built around metaphors. A typical example is "Ethyl is to gasoline what butter is to bread" as the caption. Accompanying illustration shows a youngster munching his slice of bread, with a car in the background. Women are then told that for exactly the same reason that they butter bread for their children, oil refiners add the Ethyl fluid to gasoline. Incidentally, a survey completed for the company reveals that

women represent 14.5 per cent of the total number of gasoline buyers.

The metaphor style changes to a more homely tempo in copy for farm papers. Here the illustrations are pen-and-ink drawings of such crude incidents as trying to bait an angle worm with a pin, pitching hay with a shovel, or hammering a nail with the heel of a shoe. Text points out that just as there is a right tool for each of these jobs, so the products which the company sponsors, constitute the right tool for driving a car.

The company is a strong believer in the purchasing influence wielded by boys. It wants their intelligent understanding of the products it is promoting and a special campaign is run for boys between the ages of twelve and fourteen. As boys like nothing better than to take things apart to see what makes them go, the advertising addressed to them does just that. They are invited, for instance, to take a ride on a piston ring to study the effect of auto fuels, to look inside the engine and see the difference Ethyl makes in gasoline. Comparison is illustrated with two strips of motion pictures demonstrating the steps that lead up to explosion in the engine.

The job of advertising in business papers is to influence business men who dictate the purchase of fuel for fleets of motor trucks. Brass-tack discussion deals with economy and dependability of performance.

Humor and satire are the vehicles depended upon to keep the company's story fresh in the minds of petroleum men in the jobber and retail fields. Business-paper pages advance the sales argument with drawings reminiscent of the gay '90's. An idea of the flavor and more serious undercurrent is best conveyed by citing two captions: "This carriage salesman laughed at horseless buggies," and "I go now, but I shall return—my public does not want talking pictures."

That portion of the general pub-

lic which is more inclined to read technical analyses and which turns to popular science magazines to keep up to date on developments gets its special advertising pages.

Class magazine advertising is elaborate in treatment throughout. The company's partiality for simile again expresses itself in what is

*Ethyl*  
IS TO GASOLINE  
*what*  
BUTTER is to BREAD

ETHYL exactly the same means that you better know to your children, all others and Ethyl fuel to gasoline. Ethyl makes gasoline a better "bread" for your car. It is the engine of your car. It prevents the harmful "ring" that causes over-heating, loss of power, wear and tear, and makes and maintains your car's life.

ETHYL makes gasoline burn so smoothly when you are driving like a racing car, or so through traffic, as when you are coming down an open, level road. It makes gasoline give more power and better power every minute you drive.

In cold weather, Ethyl Gasoline gives you quick starting because the gasoline mixed with Ethyl-Blasts allows instant quality gasoline, selected by the system.

With Ethyl you are more confident—safer—because your motor is more dependable. Your car dealer or gasoline merchant will tell you that Ethyl is a help and an economy. It saves you and a spare car. Ethyl gasoline is warranted by common agreement of complete oilfield data, in all parts of the country. Ethyl Gasoline Corporation, New York City.

Buy *ETHYL* GASOLINE

*This Is One of the New Ethyl Advertisements Tailored to Women's Publications*

referred to as the "circus" series. Here performance, behavior and other characteristics of the product are first introduced to the readers' attention through colorful scenes from circus life, carefully selected to ease the interest of a sophisticated audience into a consideration of the technical qualities of motor fuel.

The campaign in engineering publications treats of future trends, of improvements in car design that are to be. A phantom illustration of tear-drop design and stream lines is unlike any car on the road, but its arrival is challenged by the headline, "Who will build the first super-compression car?" This challenge, though it might be considered fanciful by the lay mind, earnestly discusses the type of car that the company believes engineers

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are ready to design, manufacturers to make and for which proper fuel is now available.

Belief that the change is too radical for consumer acceptance, it is stated, is the primary cause for withholding its becoming a reality. Nevertheless the company is trying to get manufacturers to come out with a seven-to-one compression. Its arguments are supported by charts, shown in its advertising, which graphically report the results of laboratory tests to prove the performance possibilities of such a car as compared with five-to-one models made today.

The company feels that Ethyl gasoline is ready to meet coming improvements in automobile manufacture. Its co-operation with the industry to get people to buy new cars this year is carried a step forward in its advertising to the industry. The company was ready for high-compression cars. Now it declares that "any company that throws a super-compression car into the modern automobile market, will give salesmen and dealers a car that will sell."

For five years the company's engineering laboratories have been working on this phase of automobile development and it offers to co-operate with motor car designers in working out their problems.

### R. L. Daggey Heads Buth & Company

Richard L. Daggey, for twenty-two years engaged in the printing and advertising business at St. Paul, has joined W. F. Buth & Company, of that city, color printing, leather advertising specialties and bank supplies, as president and general manager.

### To Join Bowman, Deute, Cummings

L. G. Moseley, now with the Art Gravure Corporation, Cleveland, will join the San Francisco office of Bowman, Deute, Cummings, Inc., advertising agency, as an account executive on June 1.

### New Account to Ingalls

The Little Tree Farms, Framingham, Mass., growers of trees and shrubs, have appointed Ingalls-Advertising, Boston, to direct their advertising account. Newspaper and radio advertising will be used.

## Surveys Retail Sale of Electrical Appliances

IN the distribution of all household electrical appliances by retail outlets, a recently concluded survey shows that utilities account for 32 per cent of sales, department stores 24 per cent, electrical specialty stores 10.2 per cent, furniture stores 9.9 per cent, electrical contractors 8.6 per cent, and manufacturers' branches 6 per cent.

A study of the outlets with respect to the sale of table appliances only, shows an interesting variation in comparison with the sale of all appliances. In table appliances, department store distribution represents 30 per cent, utilities, 18 per cent, electrical specialty, 18 per cent, electrical contractors, 16 per cent, furniture stores, 5 per cent and mail order, 4.4 per cent.

The survey was conducted by Kenneth Dameron of the electrical merchandising joint committee of the National Retail Dry Goods Association. It is reported that utilities and manufacturers' branches were important in products requiring pioneering and high promotional costs. These products are invariably the heavy load building appliances. Apparently, typical retail institutions are reluctant to engage in the work of pioneer merchandising and wait for the bigger fellows to do this work.

Hardware stores, it is stated, are apparently not taking advantage of market opportunities, even in States and cities where utilities have ceased to merchandise. This is believed to be due to lack of capital and inability to finance consumers. In certain areas, wholesale distributors have worked out plans whereby they finance the retail customers of hardware stores. Mail-order house retail branches are engaging in active promotion especially in lower price products. Leased sections superimposed upon retail outlets are reported to be on the increase, as the result of an attitude of caution and experiment on the part of many dealers in the field.

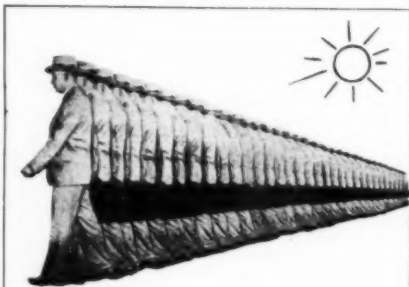
## Growing Pains

AS a company grows larger and larger and spreads itself out all over the country, the different units are likely to lose track of their brother units. They may all belong to the same family, but it is difficult for the man in Seattle to grasp this fact when the home office is in New York.

The Loose-Wiles Biscuit Company, baker of Sunshine Biscuits, has grown from a small plant in Kansas City, Mo., in 1902, into a nation-wide organization in 1932, with sixteen biscuit plants, one dog bread plant, five candy plants, one carton and printing plant, one flour mill and 150 branches. The company has grown so fast during recent years that many of its dealers and employees are not aware of all of its activities.

It was in order to tell the story of the company's growth that a brochure was prepared and distributed this year. Copies of this were given to the salesmen who, in turn, showed it to their dealers. In addition, a number of copies were mailed to certain dealers. Thirty thousand copies were distributed, some 3,000 to employees.

The brochure contained a brief history of the company, a list of some of its accomplishments, pictures of the founders and of a number of the executives, pictures of the plants, the location of the various branches and other data. Reproductions of some of the Sun-



### More than 1800 Salesmen who are also service men !

There are over 1800 Sunshine salesmen whose duty it is not merely to sell Sunshine Biscuits but to service branch departments. They call regularly on approximately 175,000 outlets.

They are equipped with sample cases in which is included a complete service or change list. It is their job to keep branch departments new and efficient, so that the name is plenty and

properly priced, improve the display, personally conduct Sunday sales, coordinate merchandising ideas to the buyers, check against over-ordering, help make window displays, attend displays and counter displays.

In short, they are more than salesmen. . . . THEY ARE SERVICE MEN! In many cases of the coast!

*A Page from the Loose-Wiles Brochure*

shine advertisements were included. One page was devoted to the sales force of more than 1,800 men who call direct on the retail trade.

### Columbus, Ohio, Papers Combine Sunday Editions

Effective Sunday, May 22, *The Ohio State Sunday Journal* and *The Columbus Sunday Dispatch* will appear as one Sunday newspaper under the name of the *Columbus Journal Dispatch*. O'Mara & Ormsbee, publishers' representatives, will be national advertising representatives of the *Columbus Journal Dispatch*.

### New Account to St. Louis Agency

The Alco Valve Company, St. Louis, manufacturer of automatic control devices, has appointed Oakleigh R. French, advertising agency of that city, to direct its advertising account.

### V. R. Bliss Joins Ludgin Agency

Vincent R. Bliss, recently with Taylor, Rogers & Bliss, Inc., Chicago merchandising consultant, has become associated with Earle Ludgin, Inc., advertising agency of that city. He was for many years with Albert Pick-Barth Company, Inc., Chicago, as advertising manager and special sales director.

### Will of Gustav W. Klau Probated

The will of Gustav W. Klau, chairman of the board of Klau-Van Pietersom-Dunlap Associates, Inc., who died recently, has been admitted to probate. It leaves an estate estimated to be between \$50,000 and \$100,000, to his widow.

# This Little Pig Went to Market



One of Los Angeles' favorite pastimes is buying food. No other city has such busy markets—why, some are open twenty-four hours a day and 365 days a year—and usually they're filled with happy, healthy, hungry throngs, piling market baskets high with good things to eat. My wife has to have somebody to carry the basket, so sometimes she takes me along, and, really, I get a great kick out of it. Like most Los Angeles women, she reads the grocery advertisements every day in *The Examiner*, and she always writes out a list—which she always forgets to bring. So, to remember what's she's forgotten, she starts at the washing powders and makes a systematic tour of the store, clear around to the peanut butter—and bang goes our food budget for the week! But out here, food budgets are elastic—when we're hungry we eat, regardless of the date—1932 or 1929. And that's one reason why food advertisements in *The Examiner* ring such sweet music on cash registers. You see, *The Examiner* is read by more people, and delivered to more homes, than any other morning and Sunday newspaper in the West—and they're people whose incomes are as healthy as their appetites.

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## REPRESENTED BY W. W. CHEW ORGANIZATION

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NEW YORK  
572 Madison Ave.

CHICAGO  
612 Hearst Bldg.

DETROIT  
16238 General Motors Bldg.

LOS ANGELES  
430 Chamber of Commerce Bldg.

SAN FRANCISCO  
812-815 Hearst Bldg.

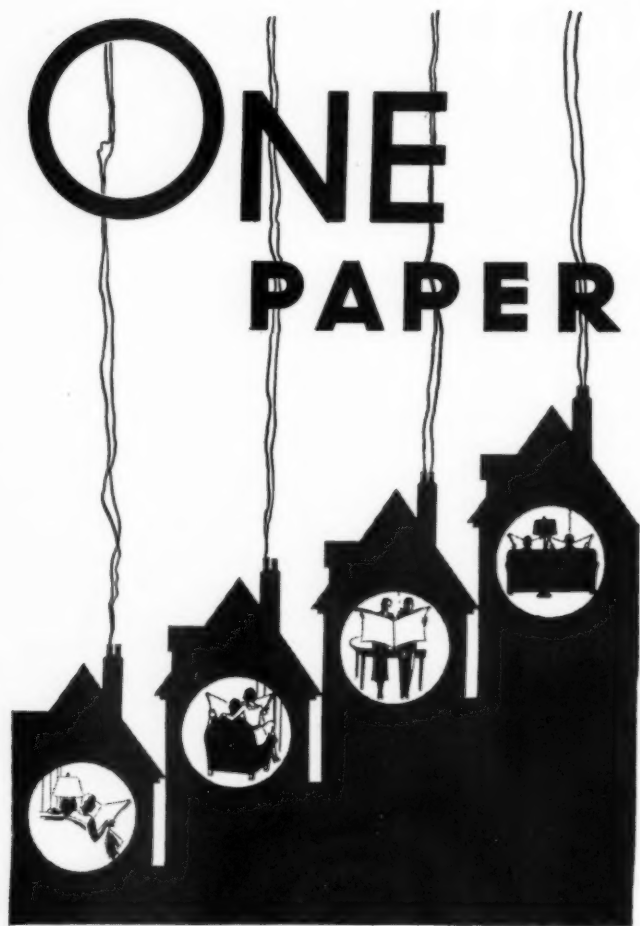
SEATTLE  
1510 Textile Tower Bldg.

San Diego Representative, 612 Spreckels Theatre Bldg.

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# LOS ANGELES EXAMINER

**Put Your Message Before the Moderns**



The Boston

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# *can do a real selling Job* *if it reaches the homes of* **READERS who BUY**

**N**OW is the time when appropriations for local sales efforts in the great metropolitan areas are made with extreme care. Those markets where a single paper can do a job take on added importance.

In Boston, The Globe can do such a job. The Globe does not claim to reach all the homes in Boston. The Globe does not claim to give complete coverage in the metropolitan shopping area.

*But the Globe does reach nearly 300,000 homes where it can be proved that the readers of this great paper buy as the result of advertising. The Globe has been used successfully alone by manufacturers to do an important "high spot" job in the Boston trading area . . . because this is unquestionably the paper which is read for its advertising as much as for its news of the day.*

A striking instance is the fact that The Sunday Globe carries by far the largest volume of advertising by department stores and furniture stores . . . and Monday is recognized as one of the two big sales days by these stores which depend so largely on advertising for results.

And these same merchants are finding that the morning and evening editions of The Daily Globe deliver the same high standard of results to develop sales later in the week, for The Daily Globe reaches the same kind of homes, the same kind of readers, as a recent AAAA survey conclusively showed.

The Globe is the only Boston paper which holds its City and Suburban circulation seven days a week . . . it is the paper read predominantly at home.

The Globe has long pursued the policy of featuring news of the day and news of the shops with equal prominence. We shall be glad to send you several sample copies to show you how the unique make-up of The Globe gives advertisers unusual display from the standpoint of position.

# Globe

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*Plan Your Trip Now*  
**Olympic Games**  
 Los Angeles, July 30-August 14

Forty nations will be competing for world honors in 137 different events. Never before has this great spectacle been staged on such a scale. Low transportation and hotel rates make it the year of years to visit California.

Of equal interest to advertising men will be the mighty metropolis of Los Angeles which has risen, miracle-like, on the Pacific Coast. The 1930 Census shows that the Los Angeles Metropolitan Area, population 2,318,526, now exceeds the combined metropolitan areas of San Francisco, Oakland, Seattle, Portland, and Salt Lake City.

Come in time to see it all—Hollywood—the harbor—5,000 diversified factories—oil fields—orange groves—magnificent residential districts—world-famous libraries, observatories and museums—scenic highways reaching from shoreline to mountain-top.

And above all, drop in and get acquainted with the great Pacific Coast newspaper which for fifty years has been the main driving force back of the wonderful development of Southern California.

**Los Angeles Times**

Representatives: Williams, Lawrence & Cresmer Company, 1405 Northern Life Tower, Seattle, Wash.; 210 Chronicle Building, San Francisco, Cal.; 285 Madison Ave., New York, N. Y.; 360 N. Michigan Ave., Chicago, Ill.; 10-169 General Motors Building, Detroit, Mich.

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# Angles on Space Buying

"Where Is That Pot of Gold?" or "Is There a Formula?"

By N. H. Pumpian

Director of Media, Henri, Hurst & McDonald, Inc.

THE Copy Chief and his prima donnas have had at least a half dozen fits of temperament. . . . The Art Director has said openly that sordid commercial minds cannot grasp the deep significance and power of artistic detail . . . the front office and the "Account Exec" have held conferences enough to insure G. W. Hill's bonus for another year . . . and finally the campaign is on paper.

And then knowing what they are going to advertise and how its merits will be presented, comes the question, "Where will we advertise . . . which of the many possible media will be entrusted to deliver the message to Garcia?"

The inter-office telephone in the Media Director's office (Space Buyer to you) cuts short an inspired solicitation, and an interesting one, too. (Depressions are great incentives for clear selling.)

We now find the space buyer at his primary occupation—evaluating and selecting media for advertisers. Let us follow, briefly, his procedure and train of thought.

Is it a question of slide rule or equation to the final decision? Are the factors which he must consider static and unvarying enough to permit his quick arrival at a correct decision by way of charts, graphs, figures, and their correlation to a fixed media evaluation formula? Is space buying such an easy proposition as all this? If it is, then this job of Media Director can be handed to someone who merely understands the formula and its application. It need no longer call for an Advertising Man—one who is experienced in all phases of market analysis, merchandising, and selling.

Or is space buying a job which calls for as high a type and as competent an individual as is found directing the creative, merchandising and selling functions of the agency?

As I write I have before me two media, monthly periodicals of the type classed as "general." I analyze their circulation statements; I study several investigations of their readers' average income; I con-



template their geographical distribution of circulation as related to my client's distribution. I find in these little difference . . . in fact, in none of the technical factors regarding them is any appreciable difference apparent.

Then I open both books. Elinor Glynn has the feature story in one . . . in the other, greatest prominence is given a story by Mary Roberts Rinehart. I thumb through the pages. Further on in the first is a section dealing with the intimate lives of movie stars . . . the second, conducts a page on home economics. Further perusal reveals the first publication as far as editorial content is concerned to be, frankly, a little jazzy . . . the other book conservative and "homey."

I have said before that a perusal of the technical factors made these two publications seem much alike; but in the editorial content I have found a great difference in the type of appeal. Through my mind

flashes a picture of my client's product. I see also the layouts and copy which the creative department has prepared—a serious campaign featuring major home economies. In one of these books these advertisements would in all likelihood appear opposite an illustration of a night club floor show. In the other I could imagine it on a page opposite an illustration depicting just an old-fashioned love scene. Where does my "ad" belong?

Then my thinking goes beyond the editorial pages. There is certainly a *psychological* difference in the contents of these magazines—and isn't it logical to assume that such a widely different editorial appeal must attract circulation groups equally as different in their psychology?

My circulation data show no appreciable overlap in these circulations. If the two groups who consistently buy these publications are not different in their thinking and modes of life, then why their difference in choice of reading matter?

So then, I have injected a factor of psychology—the human equation—into this question of media evaluation. And psychology, as far as we are concerned, is a study of the human mind and its workings.

So my job of space buying comes squarely up against humanity in groups and mass.

And now, to answer the query we propound in the headline of this article. When formulas can be applied to human beings . . . when the human equation can be codified—then it can be applied to media analysis. And if formulas can indicate publication choices, taking into consideration the factor of psychology, then—we can have formulas for art, copy and merchandising. In fact, there can be a formula for everything an advertising agency does.

I believe that every publication offers a definite advertising value; some more—some less—but always a comparative value based upon the problem at hand. The "jazzy" publication on my desk would be a

sound buy for some products and for some copy. The conservative periodical also has an equally important relation to some products and to some copy themes. It is merely a question of which type of audience is most valuable to me for this particular campaign.

I believe, too, that the value of any medium to the advertiser depends upon its comparative ability to penetrate a market and clear the way for satisfactory notice and assimilation of the copy theme. When a formula to determine the ability of a publication to do this job is found, then space buying will be the exact science we should like it to be.

Until that time space buying will continue to require men trained to analyze and dissect those intangible values which give a publication its basic advertising vitality—that quality of returning to the advertiser a handsome sales dividend on his investment.

## Would Penalize the Politicians, Too

CUTAJAR & PROVOST  
Advertising  
NEW YORK.

### Editor of PRINTERS' INK:

With reference to the article on the Walsh Bill appearing in *PRINTERS' INK* of May 5, I note that advertisers are to be penalized for "all misstatements, expressed or implied, oral or written, tending to mislead and deceive."

Whatever the penalties are to be, I hereby cast my vote for a bill providing for the same penalties for all politicians, office holders and particularly congressmen who are found guilty of the same offenses.

CHARLES J. CUTAJAR,  
President.

## C. B. Hammond Leaves U. S. Radiator

C. Baxter Hammond, for the last fourteen years with the United States Radiator Corporation, Detroit, has resigned as advertising manager of that company to enter business with his father, George S. Hammond, representing manufacturers of envelopes, tags and glassine products.

## W. M. Springer with "Your Garden and Home"

W. M. Springer, for the last seven years with the Cleveland office of the Curtis Publishing Company, has joined the staff of *Your Garden and Home*, of that city.

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# Getting Full Value Out of a File of "Printers' Ink"

THE NEW YORK PUBLIC LIBRARY  
NEW YORK

## Editor of PRINTERS' INK:

In collating the set of volumes 1 to 116, of PRINTERS' INK recently given to the Library by Mr. W. C. McMillan, and forwarded to us through your courtesy, we find that the only numbers lacking are those noted below:

Volume 1, numbers 19 to 24 to end of volume.

Volume 2, numbers 1 to 10.

Volume 5, number 2.

Volume 9, numbers 23-24, and 26 to end of volume.

Volume 10, number 2.

Volume 11, number 9.

Our file is now complete except for these numbers and we have an incomplete second set from which replacements can be made as volumes wear out. If the numbers we lack as mentioned above are ever available we trust you will keep our need in mind as you did on this occasion. We are very grateful to you for your interest in the Library's collection and you can of course appreciate our desire to complete this set.

E. H. ANDERSON,  
*Director.*

A FEW weeks ago, W. C. McMillan of the National Shelter Group inquired about the disposal of his file of PRINTERS' INK. This was practically complete starting from Vol. 1, No. 1, back in 1888, and running up to July, 1921.

We knew that The New York Public Library, on Fifth Avenue at 42nd Street, had maintained a file of PRINTERS' INK for many years but that its file was not complete. We therefore suggested to Mr. McMillan that he get in touch with E. H. Anderson, director of The New York Public Library and we are delighted to learn that Mr. McMillan's file is now being put in order for the use of visitors to the library.

The comparatively few copies now needed by the library for a complete file are not available at our offices. However, it may be that some of our readers will want to make a gift of them to The New York Public Library. Knowing, as we do, the frequency with which the files of the PRINTERS' INK Publications are consulted at the library, we can assure the giver that his donation will be for a

decidedly worthy and helpful cause.

The New York Public Library, and some of its branches in the various boroughs, are merely a few of the many libraries throughout the country which keep the PRINTERS' INK Publications on file for reference purposes. The very fact that these library files are put to such frequent use should be convincing evidence of the importance to all readers of holding on to their copies and keeping them intact.

There is nothing ephemeral about an issue of PRINTERS' INK or PRINTERS' INK MONTHLY. Both publications have an encyclopedic or reference value of sufficient merit to warrant thousands of our subscribers preserving files that extend back many years.

To mention a very few out of a great many: N. W. Ayer & Son, Inc. and The Frank Presbrey Company have bound volumes covering a period of over forty years. The D'Arcy Advertising Company, Batten, Barton, Durstine & Osborn, Inc., the J. Walter Thompson Company, Federal Advertising Agency, Inc., Calkins & Holden, Inc., and McCann-Erickson, Inc., have files extending over twenty years. The Upson Company has a file that is complete for over thirty years and General Electric has a complete file covering twenty years.

## Several Ways to Keep a File

There are several methods of maintaining a permanent file of the PRINTERS' INK Publications. Bound volumes are issued quarterly and semi-annually. Special binders may be had at cost price—approximately 12,000 PRINTERS' INK binders have been purchased and 700 binders for PRINTERS' INK MONTHLY. A third method is simply to store the copies as they come in, after they have been read.

The reader who possesses a file of the PRINTERS' INK Publications is able to take full advantage of our

Readers' Service Department. The activities of this department center around a card index of the editorial contents of the two publications—probably the most complete index of editorial contents maintained by any publishing company in the country. There are now 405,000 cards in this index. These reference cards are so completely cross-indexed that we are able to trace, going years back, any article or any group of articles, on any subject, any company, or by or about any individual mentioned in our pages.

Thus, it is only a matter of a few moments to prepare a list of all the articles we have published as far back as 1914 on the National Biscuit Company, or on selective selling, methods of compensating salesmen or on the advertising and selling of shoes—to mention a few typical examples. The Readers' Service Department copies from the cards the titles of the requested articles, and the dates of issues and page numbers on which they will be found. These lists are mailed at no charge.

The lists furnish a quick and convenient way of tapping a veritable gold mine of material on every conceivable advertising, selling and merchandising subject. However, unless one has kept his copies of the *PRINTERS' INK* Publications, or unless he is fortunate enough to live in a community where the local library has a file of the two publications, the reference list is hardly likely to be of value. While we do maintain a file of mutilated copies from which we gladly furnish clippings of requested articles, these clippings can be furnished only in limited quantities.

For years we have been urging subscribers to save their copies. The fact that our Readers' Service Department receives approximately 14,000 inquiries each year, most of which are answered by referring the inquirer to articles in past issues, indicates, by itself, that a great many have followed our advice. To those who have yet to adopt the suggestion, we offer the thought that the present is a good time to start.—[Ed. *PRINTERS' INK*.

## Bartered Cotton Sells Gum

SOME of that cotton which the William Wrigley, Jr., Company took in trade for chewing gum in the Southern States last year is being put to work to sell more chewing gum. Converted into handkerchiefs, the commodity received in barter is serving as the basis for a new premium offer to dealers.

It will be remembered that beginning April 1, 1931, and continuing to December 1 of that year, Wrigley offered to buy cotton with the money received from the sale of its products in the cotton producing States. Under this arrangement a large amount of cotton was received, completing what in effect was a barter of chewing gum for cotton, with good-will on the part of Southerners thrown in.

The company is a constant user of premiums and a recent test of cotton handkerchiefs as a premium item indicated that they would go pretty well. Consequently an order for over 6,000,000 of them was placed with a handkerchief manufacturing firm, to be offered to dealers in a combination of six handkerchiefs and three boxes of chewing gum for \$2, total retail value \$3.60.

The bartered cotton performed creditably in its new role. Although the new offer was but recently made, the entire consignment of handkerchiefs has been sold.

### P. S. Goss with George Frost Company

P. S. Goss, recently sales manager of the President Suspender Company, Shirley, Mass., has joined the George Frost Company, Boston, as sales manager of its suspender division. The Frost company added suspenders to its garter line about a year ago.

### Appoints Seehof & Hoops

The Borden's Ice Cream Company of Illinois, Chicago, has placed its advertising account with Seehof & Hoops, Inc., advertising agency of that city. Newspapers and outdoor advertising will be used.

**D**uring the first four months of 1932 the Times-Star carried 47.08% of all national advertising appearing in Cincinnati newspapers . . . against 43.19% in the Times-Star during the same period in 1931.

This increasing share of the business is probably due to the same reasons that prompted 488 national advertisers in 1931 to use only the Times-Star in profitably selling Cincinnati.

## CINCINNATI TIMES-STAR

New York: MARTIN L. MARSH, 60 E. 42nd Street

Chicago: KELLOGG M. PATTERSON, 333 N. MICHIGAN

# America's Menu 1919 to 1930

*... presented for  
your inspection ...*



**B**USINESS men are vitally interested in America's food expenditures. And why not? Just look at the millions of dollars spent for food advertising. Despite the many changes in modes of living, incomes, fashions, since the war, the consumer still has to eat. And his food bill each year still takes a healthy slice of his annual expenditures.

But many new factors have entered the food picture in

recent years. For example

Prohibition.

Health and dietary education

The desire to stay slender.

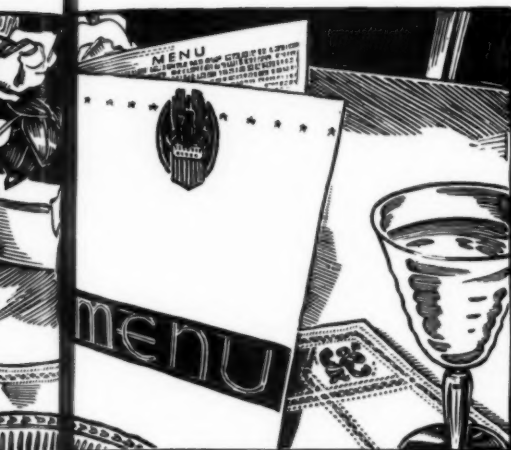
Food advertising, with its vitamins, etc.

The restaurant habit.

How, if at all, have these been reflected since the war in the consumer's habits of eating, the size of his menu, the relative popularity of the various food items, the *per capita* food bill



the May 25th issue of *The Business Week* . . . the 5th article on "The American Consumer Market"



This series offers business men, for the first time, the *complete* picture of the changes in America's buying habits during the years 1919 to 1930. It is the only study that covers *all* the expenditures of *all* the people in this country during that period. Its comprehensiveness is indicated by the fact that it has broken down the consumer's

ample for the past ten years, business men have been guessing at the answer to this question. And the startling facts brought out in the next article on "The American Consumer Market" show that they've often guessed wrong. This article—the fifth of a series of twenty studies—appears in *The Business Week* (May 25th issue).

budget into almost a thousand items of expenditure.

No matter what your business, there is information in this series that will help you guide it with more knowledge and less guess work about your markets. The subscription to *The Business Week* is \$7.50. In Canada, \$10.00.

## THE BUSINESS WEEK

330 West Forty-Second Street

New York City

*Where are the Consumer's Dollars Headed?*

You'll find the answer in the series, 20 studies, "The American Consumer Market", now running in *The Business Week*.



# Tests Prove That People Will Buy When Asked

Sales Increase 38% on Stimulus of Clerk's Suggestions to Customers

By H. F. Barnes

Manager, Nela Park Sales Promotion Department, General Electric Company

IN the Gilbert & Sullivan operetta "Pinafore," Buttercup represents an interesting example of salesmanship. Even in those days, Mr. Gilbert, at least, appreciated the potency of the basic selling fundamental of Asking People to Buy. Those who have heard that charming operetta will recall Buttercup's song, part of which goes as follows:

I've snuff and tobacco,  
And excellent jacky;  
I've scissors and watches, and knives;  
I've ribbons and laces  
To set off the faces  
Of pretty young sweethearts and wives,  
I've treacle and toffee,  
I've tea and I've coffee,  
Soft Tommy and succulent chops;  
I've chickens and conies,  
And pretty colonies,  
And excellent peppermint drops.

Then buy of your Buttercup,  
Dear little Buttercup,  
Sailors should never be shy,  
So buy of your Buttercup,  
Poor little Buttercup,  
Come, of your Buttercup buy.

From the wide variety of merchandise which Little Buttercup offered for sale, it is quite apparent as to where the modern department, chain or even drug store had its inception. In any event, she took no chances on any of her prospective customers overlooking any of the articles she carried in stock. She not only told them what she had to sell, but urged them all to buy.

While most selling comprises three major functions, i.e., explaining, persuading and reminding, in the case of most commonly purchased products the third phase, reminding, is the most important. The human being is the world's champion forgetter—especially after he grows up. He forgets to buy dozens of articles that he really

wants. He puts off buying because he is busy, or because it is too much trouble, or for any one of a number of reasons. This is where advertising copy, especially at the point of sale, helps him out.

In our work in connection with the merchandising of lamps, we find ourselves required to study the merchandising problems of practically every type of retailer, because practically every type of retailer at some place or other in this country handles incandescent lamps.

As a result of our field studies and merchandising research, we have evolved certain selling principles which, while they apply particularly to lamps, can be applied to almost any commodity. In the retail field, especially, we have designated the following five sales fundamentals as most important to our agents:

1. Window display.
2. Interior display.
3. Asking people to buy.
4. Increasing the unit of sale.
5. Going outside the store for business.

While each of these has its own place in the merchandising picture, practically all of them can be summed up into fundamental number 3—asking people to buy. Both a good window and an interior display are in effect silent salesmen which ask customers to buy. Increasing the unit of sale, or increasing the dollar value of the sale, is again dependent upon either silent suggestions in the way of display cards, etc., or more particularly, the proper use of the salesman's vocal chords. Going outside the store for business is again simply another method of asking people to buy—through newspapers, direct mail, telephone or personal solicitation.

In the sale of Mazda lamps, we have found, through hundreds of

From a talk before the convention of the Advertising Affiliation at Cleveland last week.

tests, that asking people to buy lamps is not only a service to the forgetful customer, but is a very profitable thing for a retailer to do. He will actually sell lamps to at least one out of four people he approaches.

For example, in New York, several years ago, we selected fifty lamp agents for a thirty-day sales test. The lamp clerks in all of those stores were instructed to ask each and every customer who came into the store, to buy lamps. At the end of the test period one of our men called on all the stores, and the final sales figures showed that in one month's time, without anything having been done to stimulate sales except that people had been orally asked to buy, the average increase per agent was 38 per cent over the previous month.

We have found that such a question as, "What do you think of these new lamps, Mrs. Jones?" permits of a short demonstration and a chance for Mrs. Jones to reflect that perhaps after all she does need some lamp bulbs.

Even the question, "Have you ever tried these new lamps, Mrs. Jones?" is effective. While it may invite the answer "No," it permits of a continuance of the sales talk and a chance for a demonstration.

As a matter of fact, however, even if all of our 40,000 agents were to remind people to buy by using the negative question, "You don't want no lamp bulbs, do you?" a comfortable percentage of the customers would be reminded that they did need lamp bulbs and would make a purchase.

\* \* \*

Who among us always remembers to keep spare lamps on hand, spare shoelaces, collar buttons, etc.? How many housewives never run out of sugar, coffee, and other grocery staples? We may not always buy when asked, but very often, we will.

Present conditions demand more intensive selling, better sales and advertising ideas, better merchandising methods, more intelligent marketing and distribution plans. It needs more merchandisers of the type of little Buttercup, who knew her wares and her market, and who

bridged the gap between them with an effectively dramatized sales presentation that never left her prospects in doubt as to what and where to buy.

Manufacturers who depend upon retail outlets to dispose of their products have an educational job to do in teaching their retailers how more effectively to ask people to buy. Unless they do, the present mortality curve is likely to incline upward. In greater or lesser degree, everyone who has a product to sell or a service to render must take the same selling fundamental and adapt it to his sales program. Today's conditions demand it, tomorrow's balance sheet will reflect how well we have done it.

### Death of H. B. Tremaine

Henry Barnes Tremaine, chairman of the board of directors of the Aeolian Company, died last week while on a visit to Washington, D. C. He was sixty-six years old. He was a second cousin of C. M. Chester, president of General Foods Company.

Mr. Tremaine engaged in the musical instrument business, with which his father had been identified, early in his youth. The Aeolian Company, of which Mr. Tremaine was president for thirty-five years, had its beginning in a small store. It received impetus with the development of the reed organ which played music through the use of perforated sheets.

It was from this humble source that the player piano had its origin. The company's activities expanded until, under Mr. Tremaine's direction, it became one of the leaders in the industry. Its products included the following makes of pianos: Weber, Mason & Hamlin, George Steck, Stroud, Steinway Duo-Art and the Wheelock. The company also made the Aeolian pipe organ and, up until five years ago, the Aeolian Vocalion.

Mr. Tremaine was essentially an advertising-minded executive. At the beginning of his business career in the industry, he laid down this principle: "Advertising is never a question of how little to spend, but a question of how much to spend with profit."

### New Accounts to Richmond Agency

The Virginia Art Goods Studios, Lynchburg, Va., manufacturers of Virginia Art Handbags, have appointed Advertising, Inc., Richmond, Va., to direct their advertising account. This agency also has been appointed to direct the account of the Virginia Baking Company, Richmond, Host's Bran Wafers.

Newspapers, business papers and direct mail will be used for both accounts.

*"People are still*

# PEOPLE"

*Thank you, N. W. AYER & SON*

WE take off our hat to N. W. Ayer & Son for their recent message to American Business.

The headline bears repetition now: . . . "People are still People!"

Stocks may rise or fall, the budget perplex us, but the fundamental processes of life go on. Human emotions, human needs, human desires remain the same. *People are still people.* Weekly.

Only a great understanding of humanity, only an unerring grasp of "*What interests people and*

To sell in volume, the successful advertiser must reach people—buyers in great volume.

What a market then is offered by The American Weekly, especially in times like these.

One out of every five homes in the United States, located in the richest buying areas in the nation, reached through the medium of the world's most interesting magazine. of any other magazine page.

The most circulation at the lowest cost per family. That's the challenge of The American Weekly.



but the fundamental processes of life go on.  
Human emotions, human needs, human desires  
remain the same. *People are still people*  
Weekly.

Only a great understanding of humanity, only  
an unerring grasp of "*What interests people and  
why*" could explain a circulation that is nearly  
double that of any other magazine in existence.

Even in times like these the urge to learn and  
know stirs in the human breast.

Examine The American Weekly and see how  
each and every phase of human knowledge is lighted  
and made bright in this magazine for the people.

People are still interested in *people*—their  
lives, their loves, their tragedies and adventures.

No other publication on earth charts and sets  
forth the thrilling stories from real life with such  
consummate skill and interest.

From life, that great storehouse from which  
Shakespeare, Goethe, Dumas, Dickens, Ibsen,  
Balzac, de Maupassant, Stevenson, Tolstoy, and  
all the other masters of the craft of writing drew  
inspiration, The American Weekly draws an un-  
ending stream of thrilling narrative.

Not edited for any group or cult or creed, but  
conceived and published for all the people, this  
Mighty Magazine has won welcome entry into  
five and one-half million American homes.

States, located in the richest buying areas in the  
nation, reached through the medium of the  
world's most interesting magazine.  
of any other magazine page.

The most circulation at the lowest cost per fam-  
ily. That's the challenge of The American Weekly.

### *Where this Magazine goes*

The American Weekly is the largest magazine in  
the world. It is distributed through 17 great Sun-  
day Newspapers. In 578 of America's 997 towns  
and cities of 10,000 population and over, The Amer-  
ican Weekly concentrates 70% of its circulation.

In each of 152 cities, it reaches one out of every  
two families  
In 108 more cities, 40 to 50% of the families  
In an additional 146 cities, 30 to 40%  
In another 172 cities, 20 to 30%

... and, in addition, more than 1,700,000 families in thousands  
of other communities, large and small, regularly buy and read  
The American Weekly.

Where can you spend your advertising dollar  
more effectively?

**THE AMERICAN**  
*Greatest  
Circulation  
in the World*  
**WEEKLY**

**"The National Magazine with Local Influence"**

Main Office: 959 Eighth Avenue, New York City

## Stetson Shoe Campaign Stresses the Important Part Shoes Play in Developing a Graceful Carriage

The theme that runs through the whole series is "She's Just Learning to Walk!" The first advertisement in the magazine series is headed, "She knows her ropes like a 'Barnacle Bill' . . . but She's just learning to walk!" The copy continues: "As pretty a little pirate as ever sailed the seas . . . but you'd never have recognized those

nimble, restless feet a few weeks ago if you had met them on the boulevard! Wobbly ankles, stilted steps, hobbling gait, hunched shoulders... just another pair of lovely feet gone wrong on 'spike' heels." Another advertise-

*The Photographic Illustrations in the Campaign Are of Young Girls of Distinctive Carriage*

This campaign fits into the com-

pany's previous advertising. For some time it has been featuring the fact that its shoes are Pre-walked. In addition, certain construction features make it necessary for these shoes to be priced a bit higher than the common run of shoes. This year's advertising is designed to convince women of the advisability of paying a little bit more for assured quality, comfort, style and, in addition, through these be assured of a graceful carriage which is impossible with improper shoes.

A booklet is being prepared which will contain facts on proper walking and the importance of wearing proper shoes. The scientific data which were gathered during the survey among orthopedic scientists will be included. These booklets will be distributed through the Stetson dealers.

### Appoint Export Advertising Agency

The Wahl Company, Chicago, Ever-sharp pens and pencils, and J. C. Eno, Ltd., London, Eno's Fruit Salt, have appointed the Export Advertising Agency, Chicago, to direct their foreign advertising. S. C. Johnson & Son, Racine, Wis., have also appointed this agency to direct the foreign advertising of their Shi-Nup, a new product. This is in addition to the foreign advertising of S. C. Johnson's floor wax which is handled by this agency.

### New Advertiser Appoints M. Glen Miller

The Baldwin Perfumery Company, Chicago, has appointed M. Glen Miller, advertising agency of that city, to direct its advertising. The company, which was founded in 1875 and manufactures cosmetics which are distributed in the Middle West, now plans its first advertising campaign.

### S. L. Furry with Simmons-Sisler

Schell Leigh Furry, for the last seven years in charge of advertising and sales promotion for the Edwin F. Guth Company, has resigned and is now organizing a market research and advertising department within the Simmons-Sisler Printing Company, St. Louis.

### Cruiser Account to Sun Agency

The Matthews Company, Port Clinton, Ohio, builder of Matthews Cruisers, has appointed the Sun Advertising Company, Toledo, to direct its advertising account.

### Fred F. French Companies Appoint Hanff-Metzger

The Fred F. French Companies, New York, have appointed Hanff-Metzger, Inc., of that city, as advertising counsel. Hanff-Metzger will co-operate with the Fred F. French Companies in the advertising of Hotel Tudor, Tudor City, Knickerbocker Village and other of the French real estate developments.

### Change in Milne-Ryan-Gibson

Milne-Ryan-Gibson, Inc., Seattle advertising agency, has changed its name to Milne & Company, Inc. Howard G. Ryan and Dan Gibson, formerly members of the corporation, have formed separate advertising businesses of their own at Seattle. Mr. Ryan will be located at the White-Henry-Stuart Building and Mr. Gibson at 208 Columbia Street.

### O. A. Wilkerson Heads Globe-Wernicke

Oscar A. Wilkerson, formerly vice-president and general manager of The Globe-Wernicke Company, Cincinnati, has been appointed president. J. S. Sprott has been made vice-president and general manager. H. C. Yeiser, Jr., formerly president of the company, is now chairman of the board.

### New Accounts to Wade, Barthe

The International Pad Corporation, Syracuse, N. Y., ink pads, and the Westcott Chuck Company, Oneida, N. Y., have appointed Wade, Barthe & Company, Syracuse, to direct their advertising accounts.

### Charles Speaks with Kenyon & Eckhardt

Charles Speaks, formerly director of advertising and publicity of the United States Lines, has joined Kenyon & Eckhardt, Inc., New York advertising agency.

### Penn-Rad Oil to Paris & Peart

The Radbill Oil Company, Inc., Philadelphia, manufacturer of Penn-Rad motor oil, has appointed Paris & Peart, New York advertising agency, to direct its advertising account.

### "Hardware Age" Now a Fortnightly

*Hardware Age*, New York, is now being published fortnightly instead of weekly. The change was effective with its May 12 issue.

### Appoints Tracy

The Gnome Bakery, Inc., New York, maker of Cranberry Rye Bread, has appointed W. I. Tracy, Inc., advertising agency of that city, to direct its advertising account.

# Of Course Cleveland Was Right

First Publication of Presidential Letter Which Might Have Been an Invaluable Testimonial for Eagle Penholders

TWO framed letters—authentic Grover Cleveland holographs—a penholder and pen are the special pride of A. C. Berolzheimer, vice-president of the Eagle Pencil Company.

Mr. Berolzheimer treasures them, not alone because they are valuable mementos of a famous President, but also because (though the temptation to display the penholder must have been great) they have never been used for advertising purposes. Cleveland rather naively—or shrewdly—fore-stalled any such eventuality.

The letter which was so effectively rendered innocuous for testimonial purposes is reproduced herewith. Even after all these years the Eagle company could not well choose to commercialize it. It reads as follows:

LAKEWOOD

FEBY. 24, 1893.

Homer P. Beach, Esq.

Dear Sir:

Pursuant to my promise I send you by mail with this, the Eagle Penholder and pen with which I have written my inaugural address. Of course I do not suspect you of desiring it for purposes of advertising.

Yours truly,  
GROVER CLEVELAND.

Thirty-nine years ago, when this letter was written, Mr. Beach was manager of the company's educational department. Of course, he had no idea of using the letter or the penholder for advertising purposes. If he had, the President's assumption of rectitude elevated his intentions.

The second letter in the frame reveals how the incident started.

Mr. Beach must have been a very astute person, for right after Cleveland's election he sent him a supply of Eagle products and received this acknowledgment:

*Lakewood  
Feb 24 1893*

*Homer P. Beach Esq.  
Dear Sir*

*Pursuant to my promise I send you by mail with this, the Eagle Penholder and pen with which I have written my inaugural address. Of course I do not suspect you of desiring it for purposes of advertising. Ever  
Grover Cleveland*

I have received the very abundant supply of pens, penholders, pencils, etc., presented to me by your company, and desire to return my sincere thanks for the same.

I am sure this generous provision will insure me against want during my entire administration.

I shall take pleasure in complying with your request to return to you the pen and penholder in use in the preparation of my first official deliverance.

To those prominent personages who may want to pat a deserving prospect on the back without embarrassing publicity, we recommend Cleveland's disarming method.

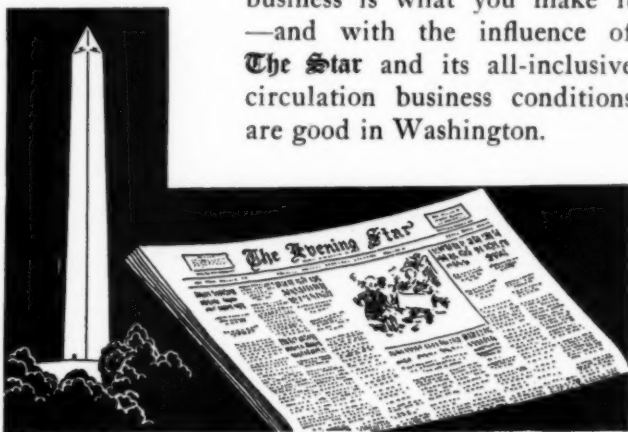
**H**OME circulation is serious circulation. It is in the home where the buying thought is crystallized into action. It is there that *The Washington (D.C.) Star* is carefully read and thoughtfully digested—advertising as well as news, for the nearly three-quarters of a million people who make up the Washington Market depend upon *The Star* for store news with the same interest and confidence that they depend upon it for local and world news.

That's why the merchants of Washington use MORE advertising lineage in *The Star* almost every day than in all four of the other Washington newspapers combined.

Washington merchants believe business is what you make it—and with the influence of *The Star* and its all-inclusive circulation business conditions are good in Washington.

New York Office  
**DAN A. CARROLL**  
110 E. 42nd St.

Chicago Office  
**J. E. LUTZ**  
Lake Michigan Bldg.



# Effective

ONE  
BIG  
The Lo Sund

**COMPLETE  
COVERAGE  
Of the Entire  
CENTRAL OHIO  
Market**

**At One Low Cost**

Effective Sunday May Ohio State  
Dispatch will appear on Sunday  
features of both new will appear  
include the nationally using Sh

The New Sunday Journal will be  
thereby offering the as the  
Market at One Low Cost

The Advertising rate Columbus  
Columbus Dispatch.

## Columbus Journal

Central Ohio Largest Sunday  
Columbus

New York

O'MARA & ORMSBEE  
Chicago

# The Sunday MAY 22

NE **SUNDAY** Newspaper  
IG For Columbus  
e Lo Sunday Newspaper in Central Ohio

ay May Ohio State Sunday Journal and The Columbus Sunday  
appear of Sunday Newspaper . . . the outstanding Sunday  
th new will appear in the Sunday Journal Dispatch and will  
ionally using Show and Jolly Jingles Sections.

ay Journal will be Columbus's Largest Sunday Newspaper . . .  
g the is the opportunity to reach the Rich Central Ohio  
Low Co

g rate Columbus Journal Dispatch will be the same as the  
atch.

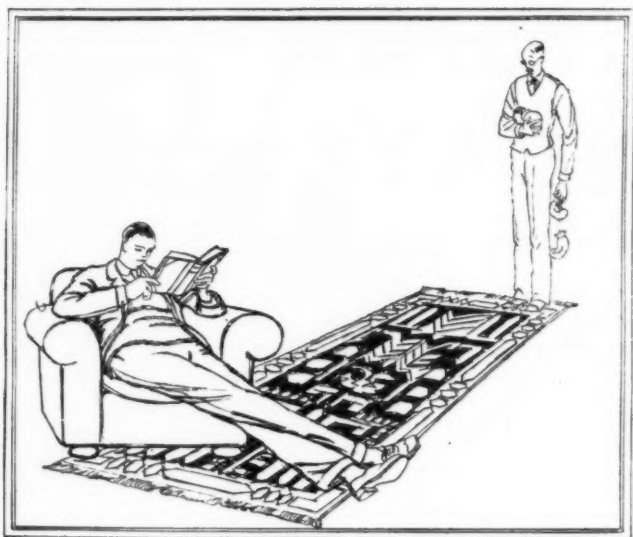
## Journal Dispatch.

Largest Sunday Newspaper  
Columbus Ohio

MSBES National Representatives  
Los Angeles

San Francisco

BEFORE YOU REALIZE HE'S  
OUT OF GRAMMAR SCHOOL  
—HE HAS TAKEN  
HIS MASTER'S DEGREE



**HERE IS AN EYE-OPENER**—IN 1922 McCALL'S  
HAD 6.1% OF THE FOOD ADVERTISING OF THE  
SIX WOMEN'S MAGAZINES. IN 1931 IT HAD 17.2%.

**HAVE YOU SEEN  
McCALL'S MAGAZINE LATELY?**



# Malicious Rumors

Bluntly Phrased Advertising the Best Means of Answering Them—  
If at All

REINCKE-ELLIS COMPANY  
Advertising  
CHICAGO

Editor of PRINTERS' INK:

During the World War, Colgate & Company were attacked by a whispering campaign which led them to run an advertisement offering \$1,000,000 to anyone who could prove that any of their stock was owned in Germany.

This is my recollection of the occurrence. Can you substantiate it and give me any further details—a copy of the text itself if possible?

C. C. STEVENS,  
Vice-President.

**T**HERE are times when an especially damaging false story gains wide circulation and credence. To have the business papers or newspapers say that it is "officially denied" usually does little good. But if the denial is printed in paid space over the company's name, its sincerity is more evident. This method of spiking whispering campaigns has been adopted by some of our most prominent companies including the one mentioned by Mr. Stevens.

It was in 1921 that Colgate & Company decided to combat the untrue story concerning its ownership. Full-page newspaper space was used for the denial which was in an unusual form:

\$1,000,000  
(one million dollars)  
**REWARD**

offered to anyone who can prove that there is one dollar of foreign capital invested in the capital stock of Colgate & Co., makers of Soaps and Toilet Articles; or that there is a single officer or stockholder in the Company who is not an American.

Colgate & Co. is 100 per cent American. Colgate & Co. was founded by William Colgate, in 1806, in New York City. The sole control, and ownership of the business throughout its entire history for 115 years has been, and is now, in American hands.

The above reward of \$1,000,000, which so far as we know is the largest ever offered, is made to show the absurdity of a widely-circulated and absolutely false rumor.

Colgate & Co. is the oldest Soap and Perfumery house in the United States and is also the maker of all Octagon Laundry Soap Products.

COLGATE & Co.,  
NEW YORK, N. Y., U. S. A.

This put an end to that particular whispering campaign. Other advertisers who have come out bluntly with advertisements answering rumors are Gillette, Packard, Cities Service, A. & P. and Standard Oil of Indiana.

One naturally expects a certain amount of attack from competitors. While the management of reputable concerns usually frowns upon the practice of knocking one's competitors, it is difficult to control salesmen. They will take a rap at competing firms either directly or by spreading "I hear that" stories.

The Goodyear Tire & Rubber Company believes that this is one of the penalties of leadership. It recently told dealers through its house magazine that the company's policy toward competitive propaganda is: "Always represent the Goodyear proposition, 100 per cent. Let the other fellow work the propaganda pump."

And, corollary to that policy, it insists that its salesmen spend as little of their own and the dealer's time as possible in answering competitive propaganda.

The company tells its dealers that when competitors open up with all their guns with attacks on it, they should consider the matter with kindly human nature—"Just think how lush, and desirable, over 30,000 Goodyear dealers look to those lean hosts!"

This policy is sane and sensible for a company to adopt insofar as competitive attacks are concerned. While everyone is, to a great extent, on the defensive these days there is no need for answering each attack. It is easy for salesmen and the management, also, to waste much valuable time and energy defending themselves and their products instead of concentrating on their real job—selling.

We know of one high executive of a large corporation who spends a great deal of his time tracing down every little rumor that he

hears about his company. He is particularly interested in Wall Street gossip and gets perturbed whenever he hears that some broker or banker has recommended the sale of his stock instead of the purchase. Not long ago he heard that a rumor was being spread around that a certain large insurance company was liquidating all of its holdings in this particular company. Immediately he sent another executive officer to call upon the head of the insurance company to investigate. It didn't happen to be true, but just what he would have done about it had it been a fact is not clear in his own mind. The point is, this man might better devote his energy to more constructive work in his organization.

Those corporation executives who feel that it is necessary to answer and refute every little false story, would do well to emulate the President of the United States. Only in exceptional instances does the President answer attacks. — [Ed. PRINTERS' INK.]

### Associated Merchandising Agencies Formed

The agency group, started informally some two and a half years ago by Louis H. Frohman, New York, has adopted an identifying name which will be: The Associated Merchandising Agencies. This does not change the individual names or ownership of the member agencies which include: New York, Lyddon, Hanford & Frohman, Inc.; Atlanta, Gottschaldt-Humphrey, Inc.; St. Paul, David, Inc.; Philadelphia, R. E. Tweed Company; Rochester, Lyddon, Hanford & Frohman, Inc.; Los Angeles, H. Charles Sieck, Inc.; Ltd.; London, Greeny's, Ltd., and Paris, Agence Jegu.

### Joins New York Hotel Group

Frank Berend, formerly with the advertising department of the Cleveland *Plain Dealer* and later with the Cleveland *News*, has been placed in charge of promotion of the Hearst group of hotels in New York. Until recently he had been in charge of business promotion and publicity of the Hotel Fort Shelby, Detroit.

### Join "Popular Mechanics"

Samuel H. Trude, Jr., for sixteen years on the advertising staff of the Chicago *Tribune*, has joined *Popular Mechanics Magazine* as automotive advertising manager.

Rex Gay, recently with *Liberty*, has also joined *Popular Mechanics* as Western representative.

### To Distribute Birdseye Frosted Foods

The Frosted Foods Sales Corporation has been formed with headquarters at New York as a subsidiary of the Frosted Foods Company, Inc., to take over the distribution and sale of Birdseye quick-frozen food products from the Birdseye Packing Company, Inc., and Pacific Frosted Foods, Inc. The Frosted Foods Company, Inc., a subsidiary of the General Foods Corporation, will continue as a holding company.

Officers of the new corporation are: William H. Raye, president; Clarence Francis and Austin S. Igleheart, vice-presidents; Roy M. Davis, treasurer, and L. E. Waterbury, secretary. Directors include Mr. Raye, Mr. Francis, Mr. Igleheart, C. M. Chester and J. S. Prescott.

E. P. Crooker, Jr., has been appointed Eastern sales manager. C. W. Souther is Pacific Coast sales manager, with headquarters at San Francisco.

### Salt Lake Campaign Shows Increase in Inquiries

Inquiries resulting from the Salt Lake City, Utah, community advertising campaign will reach 18,000 this year, a new high mark, according to J. G. King, assistant secretary of the Salt Lake City Chamber of Commerce. "Due to the cumulative effect of our annual advertising," he states, "each year shows an increase in the number of inquiries received. In 1928, there were 9,000 requests for information; in 1929 there were 12,000; in 1930, 14,000 and in 1931, 15,000."

### W. R. Holmes with "Physical Culture"

Walter R. Holmes, formerly with *Screenland* and *Silver Screen*, has joined the advertising staff of *Physical Culture*, New York, as representative in the New York territory. Roger E. Vernon, formerly in that territory, has been assigned to New York accounts.

### Frank Byrne Advanced by Brooklyn "Times-Union"

Frank Byrne, formerly local advertising manager of the Brooklyn, N. Y., *Times-Union*, has been appointed advertising manager. He succeeds E. L. Moore, resigned.

### Has French Paint Account

The Samuel H. French Paint Company, Philadelphia, has appointed the Roden-Clements Company, of that city, to direct its advertising account.

### Joins Hamilton-DeLisser

John H. Powers, formerly with the W. W. Chew Organization, has joined Hamilton-DeLisser, Inc., publishers' representative, New York.

**Now!** *when*  
*Concentration of Sales Effort*  
*and Economy of Sales Costs*  
**are VITAL**



**TOWER  
MAGAZINES  
GAIN  
33%  
(DOLLAR VOLUME)**

**1932 over 1931  
1st SIX MONTHS**

## **ADVERTISERS have RECOGNIZED**

### **PROFITABLE CONCENTRATION**

*of all circulation*

*in the 1204 most profitable American Markets*

### **VOLUNTARY CIRCULATION**

*All active shopping women*

*who buy TOWER MAGAZINES VOLUNTARILY*

### **RESULTFUL ECONOMY**

*No circulation wasted outside proven sales areas*

*No wasted copies—every magazine BOUGHT to read*

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# These REPRESENTATIVE Have Found ECONOMY In The RESPONSIVE

Affiliated Products Co.  
Kissproof  
American Products Co.  
American Tobacco Co.  
Bastian Bros. Co.  
P. Beiersdorf & Co., Inc.  
Bristol-Myers, Inc.  
Ipana  
Caddo Co.  
Chieftain Mfg. Co.  
Columbia Plush & Puff Co.  
Corn Products Refining Co.  
Linit  
Kre-Mel  
Crescent Mfg. Co.  
Crystal Chemical Co.  
Outdoor Girl  
Z. B. T.  
Dearborn Supply Co.  
Deubener's Shopping Bag, Inc.  
A. J. Donohue  
Ericsson Razor Blade Co.  
Franklin Institute  
Guaranteed Products Co.  
Blondex  
Coolene  
Hall & Ruckel, Inc.  
Johnson & Johnson  
Modessa  
Justrite Mfg. Company  
Lehn & Fink, Inc.  
Hind's Honey & Almond  
Cream  
Lever Bros. Co.  
Lifebuoy  
Rinsol  
Lux Toilet Soap  
Liggett & Myers Tobacco Co.  
Geo. W. Luft & Co.  
Metro-Goldwyn-Mayer  
Murine  
Old Mill Paper Products Co.  
Allen S. Olmstead  
Park & Tilford-Faoren

R. J. Reynolds Tobacco Co.  
Paul Rieger & Co.  
Ross Chemical Co.  
Scholl Mfg. Co.  
Seinsheimer Paper Co.  
Sta-Rite Hairpin Co.  
Irving Vance Co., Ltd.  
Warner Bros. Pictures  
George P. Way, Inc.  
Wizard Co., Inc.  
Wm. Wrigley, Jr., Co.

## Increased Space for 1932

Aladdin Company  
American Chiclé Company  
Beeman's  
Armour & Co.  
Beech-Nut Packing Co.  
Borden Company  
Briar Products Co., Inc.  
Bristol-Myers, Inc.  
Sal Hepatica  
Campana Corp.  
Carlyle Laboratories, Inc.  
F. W. Clements Co.  
Comfort Mfg. Co.  
Condon Bros.  
Jane E. Curran Co.  
R. B. Davis Company  
Dexter-Collingbourne  
Ex-Lax, Inc.  
Federal Schools, Inc.  
Fox Film Corp.  
Guy T. Gibson, Inc.  
Glemby Company  
Mary T. Goldman  
H. J. Heinz Co.  
International Typewriter Exchange  
Jean Jordeau, Inc.  
Joubert Cie

NEW MOVIE • Illustrated LOVE

# ADVERTISERS

## For 1932

### TOWER AUDIENCE!

#### Increased Space for 1932 (cont'd)

Kellogg Company  
J. W. Kobi Co.  
Kurlash Co., Inc.  
Kwik Cosmetic Corp.  
Lewis Training Inst.  
Maybelline Co.  
Menhenitt Co.  
Metal Sponge Sales Corp.  
Metal Textile Corp.  
Chore Girl  
Mystic Mit Marvel  
Midland Tire & Rubber Co.  
National Gary Corp.  
Nestle Le Mur Co.  
Olson Rug Co.  
Park & Tilford  
Tintex  
Procter & Gamble Co.  
Ivory Snow  
Rit Products Co.  
Royal Lace Paper Works, Inc.  
Sitroux Importing Co.  
Smith, Kline & French  
Stillman Freckle Cream Co.  
Swansales Corp.  
Thine Products, Inc.  
Northam Warren Corp.  
Cutex  
Wildroot Co., Inc.  
Woelfel Leather Co.  
Wyeth Chemical Co.  
Heather Cosmetics

#### New Accounts for 1932

Affiliated Products Company  
Neet, Inc.  
American Chiclo Company  
Dentyne  
Annette's Perfect Cleanser Co.  
Benj Ansehl Co.  
Harriette Arms Laboratories  
Artway Studios

#### New Accounts for 1932 (cont'd)

Auburn Rubber Co.  
Bauer & Black  
Brookline Chemical Co.  
Brooks Paper Co.  
Brown Rubber Co.  
W. L. M. Clark  
Colgate-Palmolive-Peet Co.  
Palmolive Soap  
Ribbon Dental Cream  
Crest Specialty Co.  
Carl Damschinsky Labs.  
Delatone Company  
Duart Mfg. Co.  
Empire State Model Aircraft Corp.  
General Foods Corp.  
Golden Peacock, Inc.  
Charlotte M. Haines  
Heck-Conard Co., Inc.  
Wm. Herst Mfg. Co.  
Hicks Laboratory  
Hindu Incense Co.  
Houbigant, Inc.  
Hubinger Co.  
Hump Hair Pin Mfg. Co.  
Johnson & Johnson  
Baby Products  
Kant'slip Mfg. Co.  
Kinox Co., Inc.  
Lehn & Fink Products Co.  
Hind's Treatment Line  
Lockwood Brackett Co.  
Marvella Curtain Co.  
Philip Morris & Co., Ltd.  
Mo-Zel Chemical Prod. Co.  
Mum Mfg. Co.  
National Cellulose Corp.  
National Toilet Co.  
New Era Portrait Co.  
North American Dye Corp.  
Geo. H. Nowland Co.

HOME - Illustrated DETECTIVE

*New Accounts for 1932 (cont'd)*

Peroxide Chemical Co.  
Poslam  
Procter & Gamble Co.  
Camay  
C. A. Reed Co.  
Reserve Remedy Co.  
Resinol Chemical Co.  
Spencerian Pen Co.  
Springfield Wire & Tinsel Co.

*New Accounts for 1932 (cont'd)*

Sterling Products, Inc.  
Castoria  
Three-in-One Oil  
J. S. Tyree Chemist  
United Remedies  
Universal Pictures Corp.  
Vick Chemical Co.  
Northam Warren Corp.  
Odorono  
R. L. Watkins Co.  
Ybry, Inc.

*and this economy—*

**1  
5¢ PER FAMILY\*  
\$1.90 PER THOUSAND**

**Born in a period of stress, with rates based on present prices, Tower Magazines carry your advertising message *direct* to the 1204 most important retail markets!**

**Without waste—at low cost**

\* Based on  
Black and White Page Rates,  
A, B, C,—1,316,418

**TOWER MAGAZINES, Inc.**

**55 Fifth Avenue, New York, N. Y.**

919 N. Michigan Ave., Chicago, Ill.

6777 Hollywood Blvd., Hollywood, Cal.

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# Prize Contests and Their Dangers

Creatures of the Times, They Have Many Aspects That Tend to Work Against Good Advertising

By Bernard A. Grimes

ARE advertisers who are resorting to prize contests to make their advertising produce results crippling the very thing they want to help? They may be. Some users of contests who have had time to take stock of the harvest reaped are far from enthusiastic in their appraisals.

It also is true, on the other hand, that some advertisers have found the contest idea to be self-supporting. Purchases by contestants, incidental to entry, have paid for the cost both of the advertising and the operation of these contests.

These and similar examples of failure and success are puzzling many advertisers who are wondering if they can't find a contest idea that will avoid the pitfalls of this form of promotion. They want to know, first, if the contest idea is fundamentally sound as advertising practice, or if it is merely a camp follower, a carpet-bagger which has foisted itself onto advertising.

One primary reason for the spectacular prevalence of the contest idea today is the keen competition which has made so many manufacturers feel that the normal markets for their products are restricted. Like many other forms of advertising practice that may be questionable if used to extremes, trouble comes with abuse.

## **Contests Have Boosters and Critics**

In this discussion of the benefits and disadvantages, the conclusions reached are based on the testimony of people who have conducted prize contests or who have observed their effects closely. They represent the expressions of severe critics as well as ardent boosters whose observations are made during a time when the prize contest has become one of the faddiest of advertising fads.

Its popularity is due to the times. With people wishing for things that are beyond their reach because of restricted buying power, with others holding purse strings unnecessarily tight, advertisers find prize contests a dramatic way of stirring public interest.

When a radio announcement or a printed advertisement states that "You may receive a check in the mail for \$200. Great, isn't it?" it is to be expected that many will answer yes and get busy on the contest. When total prizes run up to \$25,000 or \$35,000 there is a stronger bid to take a chance.

## **Lottery Aspect Causes Criticism**

It is this lottery aspect which leads some advertisers to question the legitimacy of contests.

Radio stations and publishers both pass upon proposed contest advertising to see that it does not violate the lottery laws. If it were not for these restrictions, contest advertising, under the force of competition, might easily cross the border line and become a racket. There is evidence already to lend emphasis to the criticism that prize contests have, under the stress of making larger offers to win attention, become a contest among sponsors of contests.

T. L. L. Ryan, president of Pedlar & Ryan, Inc., raised this point of lavish inducement at a recent gathering of advertising executives. His observation, in substance, viewed the current trend carried to its full course with consumer patronage going to the advertiser who dangles the largest bag of oats before the public, with people buying merchandise because of the chance given them to participate in a lottery instead of making their selections on the basis of quality or other fundamental consideration.

He was dealing only in gen-

eralization, of course, but he struck an angle which demands close study. Contests right now are overworked, in number, type and inducement. A desire to do everything possible in these difficult times to increase sales is all right within reason, but some of the offers made appear to be too high to justify results.

Why are such huge sums offered? Is it to stir up a jaded public interest? It is a mistake to minimize the portion of the public which, instead of being impressed with the prospects of winning big money, sees the advertiser's effort as a cheapening of his prestige. Many to whom contests once appealed have grown either weary or skeptical of them.

Contest announcements play up the fact that they are easy to enter, that everybody has a chance to win. Wise advertisers will weigh the effect of invitations which raise hope in many homes where families are deprived of income and where the odds are heavily stacked against these hopes ever being realized.

Disappointment does not associate well with good-will. Neither does dissatisfaction and there is always the possibility of dissatisfaction with the decisions of judges. Measures to eliminate this pitfall are an important feature of contests as conducted for General Electric refrigerators. While a minimum of animosity has evidenced itself, nevertheless, in the opinion of W. J. Daily, manager, sales promotion division, Electric Refrigeration Department of General Electric, it is becoming increasingly prevalent.

#### **Contests Not a "Cure All"**

Contests are most likely to prove a boomerang when used as "emergency" measures. They cannot be used as a "cure all" or a substitute to fill a slack in worth-while advertising ideas. Like any sporadic measure they are worth only what is put into them.

Prizes as bait to get attention and inquiries are basically unsound. People question attempts

to get something for nothing. They also wonder, and with good reason, if their letters will be read. Advertisers should also realize that it is easy meat for shrewd contestants, especially any of the numerous contest "hounds," to frame entries around some point that will tickle the vanity of the sponsor.

#### **Contests Sometimes Bring Suits**

These elements constitute great weaknesses. A leading manufacturer now has a suit on his hands in the Federal Court at San Francisco. The claimant, a patent attorney, is suing for \$25,000, the amount of a prize which he claims was awarded to a winning letter that, pleasing as it evidently was to the advertiser, did not follow the specifically advertised conditions that the prize would go to the most logically worded letter. He also states that the advertiser admitted that all letters were not read, which, the claimant contends, made the contest not a game of skill but essentially a lottery.

This is not the only legal entanglement in which advertisers find themselves involved. Another case concerns the issuance of an attachment order in favor of a dissatisfied contestant, against the property of the sponsor in the home city of the contestant.

It is instances such as these that raise a question concerning the purpose of contests. Prize offers bring in thousands of letters, some of which are given so begrudgingly that they eventually lay the grounds for legal action. Aside from the receipt of thousands of letters, what has the advertiser got for his effort? It is pointed out that these letters provide evidence of a medium's pulling power, but, surely, this should only be an incidental benefit. Would it be less a test if the advertiser got one-tenth the number of replies to an advertisement that provoked worth-while response on its merits as a sales message for his product?

Another defect in contests, from an advertising standpoint, is that they are likely to submerge the

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product. An advertiser who gets 1,000 inquiries from genuinely interested prospects is far better off than the advertiser whose advertising pulls 10,000 inquiries from people interested in his contest rather than his merchandise.

There is, for example, one contest which brought in entries from more than 3,000,000 contestants. In the face of these stupendous returns, is it not significant that the vice-president of the company conducting this campaign, which awarded very substantial prizes, expresses himself as not being a very strong believer in this form of promotion? His company's principal product is a low-price unit, one that is purchased often by users.

The experiences of advertisers of goods in the higher price brackets give cause for even greater doubt as to the sales effectiveness of the contest idea. The Studebaker Corporation of America, it will be remembered, sponsored a contest that made it very worth while for the lucky winners. The event was a contest for slogans and was put on at the time that free wheeling was introduced.

"This contest," P. G. Hoffman, vice-president, tells *PRINTERS' INK*, "impresses us in two ways: The very widespread interest created by prize offerings (over 200,000 replies were received to our offering) and the very low purchasing power represented by those responding.

"As far as we are concerned, I am certain that under present conditions we could not think of offering the amount of money spent in that campaign for prizes. I am sure we could get far better results by spending our promotional funds in other directions."

#### **Contests for Attention Value**

Mr. Daily explains that the G-E refrigerator division uses contests solely to draw attention to the product for it believes that not many sales can be traced to a contest on items selling for \$150 or more. On items that are sales repeaters for which it is possible to

get trial orders by having entries accompanied by a wrapper or label, the contest idea may be a good medium, if it is not in conflict with the lottery laws.

But, offsetting this advantage is the expense of conducting a contest, which requires a continual bombardment of auxiliary material to sell the contest to prospective entrants, and to handle the tremendous correspondence which best practice proves should have some acknowledgment.

#### **Controlling Factors of Success**

The success of the contest will largely be controlled by the completeness of its handling and proper dovetailing into the year's advertising program. If this is done, it will be found that dealers will be quick to co-operate with their own efforts to an extent which they wouldn't for a more restrained campaign.

Whether sponsors will continue to be pleased with their investment of time and money after the contest is over depends upon what they wanted when the contest was planned. If immediate results were wanted, they will likely have materialized. The contest is notably a temporary stimulant. Its merits in this respect are clearly set forth in the opinion received from J. M. Mathes, vice-president of N. W. Ayer & Son, Inc.

"The way I feel about prize contests," explains Mr. Mathes, "is perhaps best expressed by the old saying, 'Yes and no—mostly no.' There is little doubt that a well-conceived prize contest has a stimulating effect on immediate sales. But like digitalis in heroic doses, the after effects may be in the form of a letdown. If a business needs 'digitalis,' perhaps a prize contest is indicated.

"I hesitate to go on record either for or against prize contests. I have seen them work both ways, and feel that each case must be studied on its individual merits before deciding one way or the other. Personally, I avoid the prize contest unless there are strong reasons advanced for its

adoption in some particular case."

The reservation made in this statement is representative of popular opinion. Prize contests cannot be condemned without exception for no one knows when the strategy of the moment will make it necessary to draw upon this form of promotion. It may be wanted to bring quickly before people the story of a new product, to encourage new uses, to uncover new recipes, to push into consumption accumulated stocks, to interest people in studying some new phase of mechanical skill, to win the attention of people, particularly youngsters, purely for the love of a game. Employed under such circumstances the prizes usually are nominal in value, contestants participate spontaneously and they are most apt to be users or logical prospects.

It is quite true, as Emil Bris-

acher, head of a Pacific Coast advertising agency, points out, that a large percentage of the public seems to want something for nothing. The advertiser who deliberately chooses the prize contest to bait the buying public runs the risk of a gamble with more to lose in the long run than those who take the time and the trouble to fall for his scheme.

The present heyday of the contest is a repetition of happenings in previous decades when manufacturers found themselves competing with offers of cash prizes or other extraneous inducements. When it was found that such practices were lacking in the fundamentals that build permanent sales volume these practices fell into rapid disuse as they gave way to a resumption of emphasis on sound advertising and quality of merchandise.

## What Groucho Says

Space—Rent—and Repairs

**H**OW are we fixed on real estate? Fine.

We rent an office. Office is just as big as it was. We had a model kitchen which is now a broadcasting laboratory. We had a sample and advertising display room which is now our small accounts office.

We had a directors' room and conference rooms A, B, and C. Conference room C is temporarily a roosting place for people who now and then bring their own lunches.

We found that our general office conditions were crowded so we rearranged desks giving each twice as much space. Don't look quite so bizzy, but sure has an air of leisure and comfortable working conditions.

Personnel office is now a store-room for cuts. Yep we fired the personnel dept. and now everybody's got to look out for his own moral character.

Sure we miss the personnel stuff. F'instance Gent. Treas. paces the floor with his eyes on the linoleum figuring the excess of square feet between desk and desk. If we had a personnel manager he could

spend his time telling Gent. Treas. to cheer up.

Nowadays we hustle visitors into the radio dept., which was once a pure foods kitchen—show 'em the dummy mike and the pictures of Graham MacNamee, Brother Kester, Frank Allen, etc., also the splendid group pictures of our famous stars, Mike and Ike, The Pastry Ensemble, the Swingleswetter Crooning Quintette and Bangler, the famous Who'd a Thunk It Man.

Sure we're all right on real estate. We might use less space, but we got the space and every day we need some more of the space we haven't been needing.

What's behind that door? None of your business. Well, if you must know, we've shut off that space for repairs.

What kind of repairs? Say you're quite a sleuth. Oh, I'll tell you what kind of repairs. Repairs in the general business situation. They are being made while we wait. And if we don't just wait, these repairs are coming on still faster.

GROUCHO.

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Here's How Times Have  
Changed in PITTSBURGH

# **KROGER Selects » »**

## **Sun-Telegraph ROTOGRAVURE**

### *Exclusively*

**for its Special Eight Page  
GOLDEN ANNIVERSARY SECTION**

Such a decision on the part of Kroger Grocery & Baking Company is another indication of the constantly growing preference of "big space users" to place their messages before the most receptive reader audience of the Pittsburgh Market!

For the first four months of 1932  
The Sun-Telegraph was **FIRST** in  
Sunday Total Display linage, lead-  
ing its competitor by 299,540 lines.

During the month of April, The  
Sun-Telegraph carried 91,863  
lines over the total of its competi-  
tor in Sunday Total Display linage.

Figures by Media Records,  
Without adjustment of  
any kind

# **THE SUN-TELEGRAPH**

NATIONALLY REPRESENTED BY  
**PAUL BLOCK AND ASSOCIATES**

# *It's against the*





st the

# LAW!

**D**ID you ever hear of a company whose advertising expenses were limited by law? . . . that had to get increased sales at a profit: *Or stop advertising?*

That's just the case with certain mutual life insurance companies today. They tell us that they are forced by law to make their advertising pay!

And their experience has certainly shattered some of the old traditions about what kind of advertising pays!

Within the last three years a brand new kind of insurance advertising has been developed. Advertising that sells insurance at a profit.

Phoenix Mutual Life Insurance Company . . . Provident Mutual Life Insurance Company . . . and Equitable Life Assurance Society are three of the large companies successfully using such advertising.

The lessons *they* have learned about copy and publications could be worth thousands of dollars to any advertiser who would study the results.

Read this quotation from a letter from the president of one of these companies:

"You told me that if we placed our advertising in your magazine it would pay better than any we'd ever run. I didn't quite believe this possible.

"But . . . your magazine did produce more inquiries per dollar of cost . . . *and more sales per dollar of cost*—than any other magazine we ever used!"

The magazine referred to is Popular Science Monthly. It has been the most profitable advertising medium ever used by this company.

*And such results are not confined by any means to insurance advertising!*

Are you interested in this advertising medium that might also surprise you with its sales producing power?

## Bah! They're too Young!



**W**ELL let's see if they really are too young to have a say in the home. They range in age from 12 to 18 averaging about 15½ years—mostly high school boys.

Youth matures early today and most parents concede that through reading, general contacts and wide interests these young men have pretty sound opinions and reasonable judgments.

Moreover, they are frank and outspoken in their opinions and they are persistent.

Such a member of the family cannot be ignored. He must necessarily have a very strong influence upon the selection of products for general family use—and he does.

You can influence the whole family with your story if you get it clearly across to the several hundred thousand youths who read **BOYS' LIFE**.

## BOYS' LIFE

For all Boys — Published by the Boy Scouts of America

2 PARK AVENUE NEW YORK

CHICAGO  
9 W. WASHINGTON ST.

BLANCHARD, NICHOLS, COLEMAN  
LOS ANGELES SAN FRANCISCO SEATTLE

BOSTON  
OLD SOUTH BUILDING

# A Copy Lesson from the Movies

Advertising Can Be Spoiled If It's Too Much "Talkie," and How Easy It Is to Write That Way!

By Arthur T. Lewis

Vice-President, Johnson, Read & Company, Inc.

**H**OW long is it since you saw and heard "The Jazz Singer"? Scarcely four years by the calendar. Reckoned by the progress made since that time, it seems an age. Already the "silents" belong to the era of "way back when."

Revert, for the moment, to those early days of the "talkies." What a rush there was of producers to Broadway for stage-trained talent! Simultaneously, what a rush of moving picture stars to the elocution studios! Both groups feared that the new invention meant "exit" for the actors and actresses whom the movie world had long enthroned as its very own.

Producers worked feverishly to be first with the new entertainment. Many early productions were simply stage plays which had been "canned." Some were good. Some were indifferent. From most of them there was something missing.

This "something" proved to be action. In the flush of the new invention, perhaps due to early restrictions in using the "mike," there was not much variety of scene. Not much action. The actors, for the most part, talked. They sat and talked, or they stood and talked. Plot, action were deluged in a flood of dialog.

Then it began to be realized that the tempo of the movie was faster than that of the average spoken play as produced on the stage. The movie-trained actors began to reappear. To be sure, here and there a young lady with the face of an angel, and a Bowery accent, has permanently retired. But those that "came back" have stayed. They had one fundamental advantage over the recruit from the "legit"—they knew how to act before a camera.

Charlie Chaplin is one star of magnitude who has stood out

against the "talkies." He is said to have declared that he will never make one. This cannot be because his voice does not register. Chaplin realizes that the basis of his screen success is motion, not speech. The art of the clown is pantomime. What he does is far more important than what he says.

## *Copy, Too, Is a Different Form*

What, however, has all this amateur comment on the Hollywood product to do with copy? Namely this, that copy, while it deals with words, as do newspaper stories, magazine articles, essays and fiction, is a different form of the literary art. Copy cannot imitate or replace these forms any more than the "talkie" can replace the stage play. The essence of copy is action. It must move the reader to do something. To do this, it must, itself, move. It cannot merely talk.

Of course, you have heard or read the vaudeville "gag" which goes something like this:

First Comedian: (to his partner who is coming back from an argument off stage) Well, did you tell him?

Second Comedian: Naw! I couldn't. He talked too much.

First C.: What did he say?

Second C.: I don't know. He didn't tell me.

How can one write copy that "says something"—that moves?

One simple expedient is suggested by the movies. Use pictures. Use them intelligently. Inspection of some advertisements might lead one to deduce that the function of an illustration is to fill the space at the top of the advertisement. Sometimes its only apparent *raison d'être* is to be "location" for a splash of color; sometimes it is just to satisfy the

natural demand of the man who pays the bill that some portion of the space show the product. Often its only apparent explanation is habit.

Now, fellow copy writers, before you let fly with the ripe hen fruit, let me explain. I am no orthodox worshiper of pictures as pictures, except on the walls of an art gallery. Confucius is reported to have observed that "a picture is worth a million words." To which might be retorted, "it depends upon the picture—and also upon the words." The best evidence of the potency of words is to compare our present civilization with that of the picture-writing era.

However, a picture, with an idea, can take the place of a lot of words. Observe that important qualification "with an idea."

Usually, the first thing one sees in an advertisement is the picture, or headline, or both. Without doubt, one of the best means of getting action into the opening of an advertisement is through a combination of words and picture—an illustration which teams up with the headline.

Consider, for instance, this recent radio advertisement. The illustration at the top is that of a violin. The most striking thing about it is that it bears a conspicuous tag, marked \$55,000. The headline reads, "Both are Philco." Does not that "register" with a minimum of words and a maximum of action?

#### **Some Examples of Team Work**

Note this important fact. The headline alone is quite meaningless. The illustration is scarcely more intelligible. Together, however, they make a complete statement, easily grasped even by a subnormal intelligence.

Here is another example of the same sort of teamwork. "WAIT! Don't do that!" is the main headline. What the reader is implored not to do is not even hinted in the subhead, which is "Perfect Circles will save it." But the picture comes to the rescue with a clever bit of "stage business." It por-

trays a most unconventional scene, a man about to give his car the final shove over a precipice. By combining picture and text, every reader knows instantly what he is not to do as well as what will save him from doing it. How many readers at some time have not had the urge to do just what the picture shows?

Aside from the part pictures may play in speeding the tempo of the headline, they may often be used with telling effect in conjunction with the copy itself. Most readers are probably familiar with the recent Ivory Soap advertising featuring the beauty secrets of a young miss of about ten months!

#### **Ivory Soap Uses "Movie"**

One of the most recent in this series portrays this attractive young lady at various stages of her bath, and finally dressed for company. The six pictures are all the same size. They constitute a "sequence" which, with the brief copy beneath each picture, carries the reader speedily to the climax. Considerable "movie" has been substituted for what otherwise might have been a lot of "talkie."

Big Ben recently was featured in a similar manner. This advertisement is virtually four pictures, each almost a quarter of the space. The first shows Big Ben himself. Next follow three "shots" of an attractive young lady, albeit several years older than the heroine of the Ivory Soap episode.

Picture No. 2 shows the young lady sleeping, undisturbed by the subdued ticking of Big Ben at her bedside. "Quiet as a watch," says the copy. Picture No. 3 shows the young lady smiling pleasantly, presumably having been just reminded by Big Ben that it is time to get up. "First he whispers," says the copy here. Picture No. 4 shows her really aroused but still smiling (quite an achievement) and the copy makes plain that if he has to, Big Ben can shout.

Do headlines need pictures in order to have action? Decidedly not. Sometimes the illustration of an advertisement is quite static

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and it is left to the headline to carry the entire burden. A well-written headline is often a "picture in words."

Here are a few headlines that have the essential action regardless of the accompanying picture. "When Y A W N I N G time comes" . . . "Was Fire your architect?" . . . "Guessing won't pick good grapefruit." Considerable movement is compressed into those sentences. Not much mere talk.

Now to consider what is called the "main text," in the jargon of the profession. How can one instill the necessary action into this part of the advertisement?

### *The Virtue of Brevity*

The first rule is easy. Make it short. No matter what Wall Street may think about being "short" there is no question about the favor with which advertising men view that quality. "Boil it down" is the demand of the copy chief. "Too long" is the principal comment of self-appointed advertising critics.

Ask even the callow student of advertising the first rule of effective copy style and you will get the answer, "Short words. Short sentences. Short paragraphs. Short copy." The sad thing about this is that it is far easier to advertise the use of short words than it is to find the shortest word that is also the right word. It is much easier to say "use short sentences" than it is to write them.

After ten years of teaching advertising, witnessing the maiden efforts of hundreds of young men and women aspirants to the advertising profession, I am struck anew each term with the fact that shortness is not a matter of number of letters in a word or number of words in a sentence. It is the time it takes for the reader to get your idea. Perhaps that is the advertising man's theory of relativity.

It is, of course, a matter of words first. Analyze the adjectives. Relentlessly delete all that can be left out without sacrificing sense. In most cases you will find

this actually strengthens. It quickens the action. When adjectives must be used, make them vivid, colorful. Use "picture" words. Next inspect the verbs. It is easy to use ordinary verbs, that have become worn with much use. In many sentences simply the change of a verb will speed up the tempo.

Here is an example of the short word, short sentence style. "Plant running like clockwork. Salesmen geared up to the last notch. Advertising ringing the bell with every insertion. And yet profits sag."

Under the headline, "An unpleasant time was had by all," I glean these two paragraphs which without being so abrupt, likewise make speedy contact with the reader's consciousness:

"These, kind reader, are departing merrymakers, who came to spend a pleasant week-end—and stayed to suffer."

"It was to have been a happy occasion—but the thermometer soared—and the guests sweltered through sleepless nights in oven-like bedrooms. Now they are leaving, never to return."

Less than fifty words and the reader is led to consider the advantages of Celotex.

### *Copy with Rhythm*

As before pointed out it is not short words, nor short sentences, in themselves, that insure action. Here are the first two paragraphs of a *McCall's* advertisement. Some of the sentences are short but most of them cannot be thus classed.

"It seems strange to us now, that porcelain, today found on every table, was once the prerogative of mandarins only, and the use of it by commoners was strictly forbidden. But legend has it that one dainty daughter of the people caught breaking this law, escaped the penalty through the gracious and adept manner in which she drank tea from her porcelain bowl during her trial before the emperor.

"Such little niceties of life, in their wide variation are open nowadays to all of us. And what

woman is there on farm or in village, town and city, who does not know how to use them for the greater comfort, education and pleasure of herself and of those who surround her . . . to set her table correctly and attractively; to beautify and adorn her person; to entertain fittingly; to arrange her house in good taste. It is to such small things we owe much of the fineness we find in life."

Institutional, to be sure. But not just "talk." I submit that this copy moves. It may not move fast, but it moves surely to its destination. Perhaps a better way to describe it would be to say that it flows. It has rhythm, an important element of motion, of action. Rhythm lies behind all that is pleasing in tone, in color—and in copy.

### ***Figures of Speech Are Helpful***

Figures of speech are useful aids to secure the impression of movement. Some of the picture-headline combinations referred to earlier are in fact figures of speech. The simile and metaphor are the most used figures in advertising copy. The simile is possibly better for most purposes. It is easier to use and easier to understand.

The following is a good example of a simile as used to make an advertising statement. "It is control of the power in the eagle's wings that makes him master of the air. It is control of the power in gasoline that makes the Ethyl-using automobile master of the road."

A recent Hart Schaffner & Marx advertisement yields the following example of a metaphor, very easily grasped. Incidentally, if you are among those who have juggled the words "price" and "quality" in an attempt to work them into a new plot, you will be interested in reading how this copy does the trick.

"With our left hand, we jammed the lever marked 'price' back to the low of sixteen years ago. With our right we yanked the lever marked 'quality' forward hard—

farther than it has been in twenty years."

Narrative copy, well done, is a dependable way to make copy move. Read this:

"The yardmaster at the Buffalo division point pushed back his green eyeshade, watching a long line of Pullmans slide past his rain-streaked window. Behind him, a door opened, and a cold gust of wind fluttered the pile of orders at his elbow. He turned to face a young man who carried a flashlight in one hand, a leather brief case in the other.

"The young man shivered. Water dripped from his hat and from the hem of his coat. 'I'm from the Statler,' he said. 'Would you tell me where train sixty-eight pulls in? I've got to go aboard it when it stops.'"

And so on to the conclusion of a story as thrilling as many short stories, even if it does deal only with the service that a hotel offers.

After all, it isn't elimination so much as compression that makes copy move. Is not compression also the secret of the successful "talkie?" How else could a play, normally requiring two or two and one-half hours on the stage, be presented on the screen in half that time?

To secure this compression, the copy writer has at his command several tools that may be compared to the devices of the motion picture director. The picture, properly used, is the "close-up." In the text he may use soft or sharp focus depending upon the effect desired. He can vary his angle of approach, using "trick shots" from an unusual perspective or depending upon more conventional choice of words.

In the final analysis, however, it is the idea that determines the tempo of both picture and copy. No atmosphere can save the plot that drags. No matter how much you "boil it down" or "cut it short" there must be idea-power to carry it along or your advertisement will still be too much "talkie" and will not have enough "movie" in it.

When you turn a job over  
to Bundscho, you get the  
finest work in the shortest  
time. The reason: We're  
manned and equipped like  
nobody else's business.



J. M. BUNDSCHO, INC.  
*Advertising Typographers*

65 EAST SOUTH WATER STREET

CHICAGO

HERE TYPE CAN SERVE YOU

# SPOKANE GENERAL MOTOR SHOW

The Attendance Was  $8\frac{1}{2}$  Times  
Even Led the Other Pacific

Based on Ratio Attendance



Average for All 66 Cities  
U. S. General Motors Show  
ATTENDANCE 7.3%

**PORTLAND**  
General Motors Show  
Attendance  
78,599  
SALES—\$182,000  
(Includes Trucks and Accessories.)

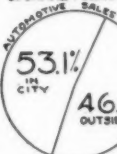
**SEATTLE**  
General Motors Show  
Attendance  
93,828  
SALES—\$181,977  
(Includes Trucks and Accessories.)

**SPOKANE**  
General Motors Show  
Attendance  
85,585  
SALES—\$94,081  
(Trucks and Accessories  
Not Included)

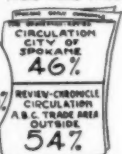
## THE SPOKANE MARKET IS DISTINCTLY DIFFERENT!

### SPOKANE and A. B. C. Trade Area

#### SPOKANE MARKET

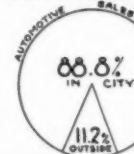


#### A. B. C. Trade Area

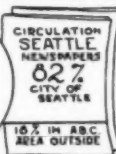


### SEATTLE and A. B. C. Trade Area

#### SEATTLE MARKET



#### A. B. C. Trade Area



### AUTOMOBILE SALES AND REGISTRATIONS BY MARKETS

SPOKANE	A. B. C. Trade Area	\$27,256,000;	Passenger Cars	149,854
Seattle	A. B. C. Trade Area	\$37,590,000;	Passenger Cars	127,826
Portland	A. B. C. Trade Area	\$32,726,000;	Passenger Cars	181,291
Tacoma	A. B. C. Trade Area	\$17,000,000;	Passenger Cars	74,469

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# TOR SHOW BEATS 50 of all 55 CITIES

## Was $3\frac{1}{3}$ Times the Nation's Average and

## Other Pacific Northwest Cities by $\frac{1}{3}$ rd

Ratio of Attendance to A. B. C. Trade Area Population



**PACIFIC NORTHWEST TAKES BIG LEAD:** While based on ratio of attendance to A. B. C. trade area population, the Pacific Northwest cities' attendance at General Motors Shows was  $2\frac{1}{2}$  times as great as the average for all 55 cities, Spokane's attendance was  $3\frac{1}{3}$  times the average.

**SPOKANE BEATS NORTHWEST:** Spokane's A. B. C. trade area attendance ratio was  $\frac{1}{3}$  greater than average for Portland and Seattle. Based on city population only, Spokane's attendance ratio was 5 times as large as the average for all 55 cities, and 3 times as great as the other Pacific Northwest cities, with Spokane's per capita sales twice as much.

**SPOKANE'S BIG LEAD DOUBLY SIGNIFICANT:** General Motors plans for promoting attendance in the 55 strategic cities

followed closely a standardized policy. Therefore, Spokane's high rank in attendance and sales is further evidence that Spokane conditions are relatively outstanding—that the Spokane Market is **distinctly different** and well worth winning **completely**. It is also a bully barometer to prove Spokane a **choice market** for General Motors and others to put more advertising dollars to work profitably.

**ECONOMICAL, Influential Newspaper Coverage:** THE SPOKESMAN-REVIEW and SPOKANE CHRONICLE—FIRST, of all, **NEWSPAPERS**—have a combined circulation 86% **UNDuplicated** which, compared with A. B. C. urban families, gives a 98.4% coverage. No supplementary media whatsoever are necessary to do a thorough job among 102,247 urban families of this rich, responsive market—a market **distinctly different** (see charts at left).

# THE SPOKESMAN-REVIEW.

## AND

# Spokane Daily Chronicle

**COMBINED CIRCULATION—86% UNDuplicated!**

Proven Coverage Spokane Metropolitan Area . . . . .	98.1%
Spokane and A. B. C. Trade Area Urban Coverage . . . . .	98.4%

# EURIPIDES,

THEY SAY WAS ONE OF  
THE FIRST MEN EVER  
TO POSSESS A LIBRARY.

Were he buying space today,  
his sales data would contain  
an important reference to

## OBSERVER CITY—

So named to identify a lively  
*consumer market* composed of  
interlocking communities with  
more consumers per square  
mile than New York City.

	Consumers Per Sq. Mile
Hoboken . . . . .	45,585
Jersey City . . . . .	24,362
New York . . . . .	24,262

COVERED  
EFFECTIVELY  
BY THE

## JERSEY OBSERVER

Offices

Hoboken - Jersey City  
Union City

National Representatives: GILMAN, NICOLL & RUTHMAN  
BOSTON DETROIT CHICAGO NEW YORK SAN FRANCISCO.

## A \$100,000 Bid for More Volume

Ice Cream Maker Features an Improved Package Ice Cream at a Low Price and Stimulates Sluggish Demand

THE Detroit Creamery Company, its subsidiary, the Arctic Ice Cream Company, and affiliated plants throughout Michigan, recently invested \$100,000 in an advertising campaign to arrest the downward trend of ice cream sales. Less than two weeks from the inception of the campaign, the company's package ice cream sales had recorded a 25 per cent increase. Furthermore, bulk ice cream sales increased, although the advertising featured a package.

For more than a year, explained Richard L. Barie, advertising manager, ice cream business in Michigan had been declining steadily. At the start of 1932, it was some 20 per cent below that for the corresponding period a year ago, and each month showed a further falling off. Dealers were discouraged, for there didn't seem to be anything that could be done about it. The public simply wasn't buying ice cream at the prices which then prevailed.

"It was plain," said Mr. Barie, "that any move that was to be made would have to be made by the manufacturers. And there was no way of knowing in advance just what the results would be. With general conditions as they were, was there any hope of improving our sales by making a bold bid for business? Or must we sit

back and hope for a change, without doing anything to hasten it?"

"In considering the situation, we suspected that there was plenty of business to be had in so staple a line as ice cream, if we could introduce something really outstanding at a price the public could pay. We decided to develop something new that the public couldn't resist—to stake \$100,000 or more in an effort to 'crash the gate.'"

New recipes were devised, new processes worked out and, when the improved product that finally resulted was ready, the company decided to price it at a new low figure—17 cents for a full pint. That was about half what the public had been accustomed to pay for a product of comparable quality.

Then the package in which the new ice cream was to be packed came in for consideration. It was decided to give it a general design that would be in the nature of a concession to the public's seeming preference for bulk ice cream. The tapered form of the container is intended to suggest to the buyer that the quality of the contents corresponds to that of the bulk product, as in fact it does. At the same time, the new shape lends itself nicely to storage in the dealer's cabinet.

With the product and the pack-



A Poster Announcement of the Cadillac Package

age ready, a campaign was developed that called for newspaper space, outdoor and State periodical advertising and time over the air. The new package was given the name "Cadillac" and the advertising was planned to feature both the package and the low price.

The opening newspaper advertisement appeared in full-page space. It announced: "Tomorrow—For the First Time—a new extra-rich ice cream in a new package at a new low price—17 cents a full pint." The price appeared in large figures and the package dominated the page. Heavy stress was laid in this piece of copy, and in others in the series, on the high quality of the ice cream, to counteract any possible impression that quality was being sacrificed to price.

Window displays were provided for dealers' use. Also, an elaborate portfolio was prepared and distributed to retailers which gave, in full detail, the development of the new product and package, and complete information about the advertising.

"When we get the dealers all educated to the benefits they may derive by handling the new package," said Mr. Barie, "the new product will be even more successful than it is today. But it has already more than justified the conviction that business is available now to those who have the ingenuity, resources and ability to put out an improved product at an attractive price."

### Senate Recommits Radio Lottery Bill

The bill to amend the Radio Act of 1927 by clarifying the law regarding broadcasting of lottery or gift enterprises, which passed the House of Representatives on February 10 and was reported to the Senate on April 14, was recommitted by that body May 12.

### New Accounts to Zinn & Meyer

Montgomery Mills, Jersey City, N. J., makers of Lakreem Coffee, Momi Tea and Morgan Coffee, and the X-Ray Insecticide Laboratories, Inc., New York, have appointed Zinn & Meyer, Inc., New York, to direct their advertising accounts.

### L. C. Smith & Corona Acquires Vivid, Inc.

L. C. Smith & Corona Typewriters, Inc., has acquired Vivid, Inc., Chicago. Vivid duplicating machines, equipment and supplies. The manufacture and sale of Vivid products will be carried on by the newly formed Vivid division of the L. C. Smith & Corona company.

C. F. Metzger, of L. C. Smith & Corona, will be in charge of all operations of the new division. J. J. Flanagan, formerly president of Vivid, Inc.; E. E. McNally, vice-president, and R. P. Quinlan, secretary and treasurer, will continue their association with Vivid in executive capacities.

### J. F. O'Shaughnessy Advanced by U. S. Rubber

J. F. O'Shaughnessy, general manager of the tire department of the United States Rubber Company, has been appointed vice-president in charge of sales of the company's entire group of products. He will continue as general manager of the tire plant at Detroit but will divide his time between that city and New York.

### New Accounts to Mitford

The Master Barber Products, Ltd., Toronto, has appointed Mitford Advertising, Ltd., of that city, to direct the advertising of its Master Barber Shaving Cream. Newspaper and radio advertising will be used.

The Nymoc Products, Company, Toronto, has also appointed the Mitford agency to direct the advertising of Nymoc, a new fabric cleaner.

### Appoints Clark-McDaniel-Fisher & Spelman

The Almetal Universal Joint Company, Cleveland, manufacturer of automotive parts, has appointed the Cleveland office of Clark-McDaniel-Fisher & Spelman, Inc., to direct its advertising account. Business papers and direct mail will be used.

### Joins Essex Broadcasters

Joseph H. Neebe, formerly vice-president of the World Broadcasting System, has been placed in charge of the Detroit office of the Essex Broadcasters, Ltd., Windsor, Ont., which will operate radio station CKWO, now under construction.

### Business Paper Group to Meet

Associated Business Papers, Inc., will hold its spring meeting at Buckwood Inn, Shawnee-on-Delaware, Pa., on June 18 and 19.

### New Office for Fairall Agency

Fairall & Company, Des Moines, Iowa, advertising agency, has opened an office at Burlington, Iowa. Parker H. Erickson is manager.

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# Business Gives Politics a Platform Plank

THE National Association of Manufacturers has drawn up a plank which it recommends that the Republican and Democratic conventions incorporate in their party platforms. The plank urges modification of the anti-trust laws so as to permit more elasticity for co-operative agreements between sellers. Under the present laws, it is stated, producers are denied equality of privilege with consumers in determining economic levels of price and production.

Adoption of the suggested plank would put each of the major political parties on record as urging that Congress immediately investigate the workings of all phases of anti-trust laws and enact such legislation as will permit voluntary agreements between sellers to such an extent as may be necessary:

To avoid destructive competition.

To avoid wastage of materials.

To avoid the constant incentive to capital concentration otherwise inevitable.

To help stabilize pay-rolls.

To preserve earnings—the fountain source of all tax revenues.

To restore industrial equilibrium by restoring equality of privilege between buyer and seller.

To promote the public interest by giving balanced weight to the needs of capital and labor at least on an equal basis with the needs of the consumer.

Pending determination of the proper form of permanent legislation, the plank calls for the recommendation that Congress immediately pass an "Emergency Industries Preservation Act," providing the relief temporarily under the supervision of the Federal Trade Commission.



## Advertising Allowances

HARRY B. GREEN & COMPANY

Advertising

BALTIMORE, Md.

Editor of PRINTERS' INK:

Will you be kind enough to give us a list of the articles that have appeared in PRINTERS' INK dealing with the question of advertising allowances made to dealers by manufacturers and oblige,

HARRY B. GREEN & COMPANY,

F. B. SPEED, JR.

THE advertising allowance to retailers, which started off as a legitimate and logical sales aid, has become so much of a racket in some industries that it no longer has anything to do with advertising but is a form of price concession.

In such cases the manufacturer knows very well that the retailer is not going to use the "allowance" to advertise his product, but to cut his prices.

Too often money which should be spent for the manufacturer's advertising to the final consumer, is frittered away in this pernicious form of rebate.

There are of course in a large number of instances, cases where manufacturers and retailers co-operate in local advertising campaigns to the great advantage of both. The whole question boils down to whether the special price allowance is spent in advertising or merely has that label attached to it.

A special list of articles which have appeared in PRINTERS' INK on the dangers of the fake allowance and the value of the real one, has been sent to Mr. Speed. It is a timely problem and one which is being brought out into the open between a large list of manufacturers in many lines of business and their dealers.

It is one of those things which was allowed to run off in all directions when costs were low and profits easy. Today it is being scrutinized with the greatest care when every advertising dollar must do 100 cents worth of real work.

—[Ed. PRINTERS' INK.]

# "Every Employee a Salesman" Movement Grows

Campaign of Two General Motors Subsidiaries Sells 21,838 Units

**P**REPARATORY to going out on the sales firing line, factory employees of the Edison General Electric Appliance Company, Inc., maker of G-E Hotpoint ranges, have taken a cooking school course. They have cooked entire meals themselves so as to be able to talk to housewives in terms of what can be accomplished with the product that these employees know so well from a structural standpoint.

This is only one of many instances of employees rallying to the support of their companies. The burden of making sales isn't being left to the sales department alone, nor are other departments sitting idly by and criticizing the sales department for not coming through. Instead, movements are being sponsored in a number of companies to make it possible for every employee to contribute his initiative and ingenuity to the battle for orders.

PRINTERS' INK has reported the experience of a coal and supply business which enrolled every employee in such a campaign. It found that wagon drivers, laborers, clerks, and the whole rank and file were able to bring in orders which, in their aggregate total, substantially added to sales volume. The experience of the American Telephone & Telegraph Company also has been cited. Employees of the Bell System, at the time the campaign was described, brought in contracts that will total more than \$45,000,000 in revenue annually. The employees still are working and the total now must be much larger.

Employees, 4,400 of them, in a campaign conducted last fall by the General Motors Acceptance Corporation and General Exchange Insurance Corporation, sold more than \$1,200,000 of General Motors' products. The campaign covered a twenty-five day period. Top producer was a credit man in San Francisco who sold fifty-

eight units for a total of \$10,215. A secretary in the New York office sold fifty-four units. In all, the employees sold 21,838 product units.

Shredded Wheat employees in the Niagara Falls factory, faced with the usual slack winter season were called into conference. They decided that, instead of having some workers laid off for the winter, all would be satisfied with a four-day week.

## *Every One Volunteered*

The discussion turned to plans for increasing the employment period. It was realized that if consumption of the product could be increased, there would be more work. Every single one of the 400 employees volunteered to devote his or her services, without extra pay, to a sampling campaign covering the entire city.

During this month of May, 35,000 Westinghouse employees are participating in a drive which has as its objective the sale of one merchandise appliance by every employee. The campaign is divided into two phases. The first half of the month is being devoted to uncovering live prospects. The second half will be devoted to making final sales to all prospects uncovered.

In the campaign for G-E Hotpoint ranges, the factory forces are working evenings and during spare time. They get the regular salesman's commission on direct sales, and a bonus on leads closed by distributor salesmen. Prospects uncovered by factory workers are placed on the direct-mail list and followed up in the same manner as are the prospects developed by regular distributors.

It is also understood that the General Motors Corporation has under consideration a campaign which will be participated in by employees of all its units.

# Maybe Omahans are inordinately fond of their home newspaper —

or else Omaha conditions have not been bad enough to compel them to get along without The World-Herald (remember, the Omaha territory has weathered the whole economic storm much better than any other business area) —

## ● Whichever the reason

—Omahans still continue to buy daily enough *World-Heralds* to supply 95% of the number of families living in Omaha

—80% of Omaha families still continue to have *The World-Herald* delivered to their homes by carrier boy

—*World-Herald* April paid circulation of 121,655 daily, 118,986 Sunday, was an increase of 2,633 daily, 2,351 Sunday over the January figures.

**Such circulation stability caused advertisers to publish in *The World-Herald* in April**

—Over 50% more local display advertising

—Over 100% more national advertising

—Over 100% more want advertising

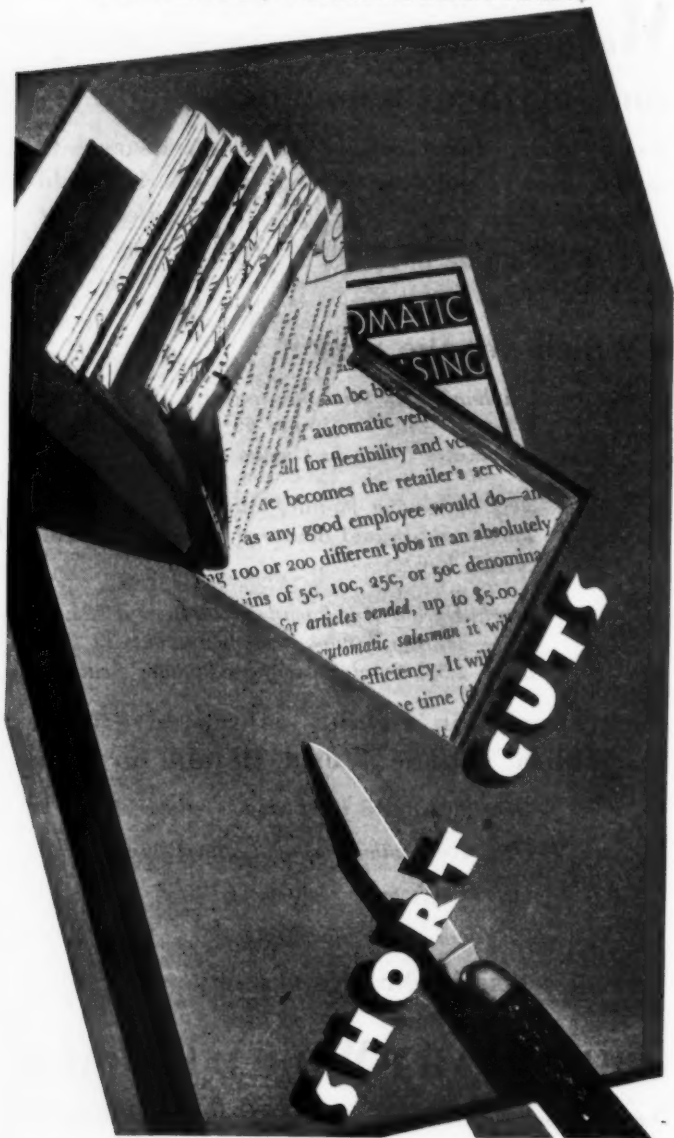
—75% more total advertising

than in Omaha's second newspaper

# THE OMAHA WORLD-HERALD

National Representatives . . . . . O'MARA & ORMSBEE, INC.

WRITE MILLS NOVELTY CO., 4100 FULLERTON AVE., CHICAGO, FOR  
THEIR FREE BOOK, "AUTOMATIC MERCHANDISING"



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# Pre-Testing of Advertising Is Making Headway

Some Reasons Why More Rapid Progress Has Not Been Made

By L. D. H. Weld

Director of Research, McCann-Erickson, Inc.

IT is now generally recognized that the effectiveness of advertising is based on sound research and analysis.

One of the most interesting developments of the scientific approach is in the testing of copy, and this bids fair to grow in importance. The depression is giving a decided impetus to this movement.

The principal methods of testing are, first by means of inquiries from coupons or offers hidden in the text of advertisements; second, through actual sales tests, usually in selected cities; and third, by means of opinion or consumer jury tests conducted either by mail or by personal interviews.

The trouble with the whole subject of testing is that advertising men are not yet agreed on the conclusiveness of tests or on the best methods to use. Theoretically, sales tests would appear to be the most authentic, but they contain many pitfalls and it is impossible to control the conditions under which they are made.

The opinion or consumer jury tests can be made quickly and at little expense and good results have been obtained by many advertisers. On the whole, the results of this method are not yet considered conclusive, and there have been cases recently where this method seems to have fallen down.

There are various reasons why the pre-testing of advertising has not made more rapid progress. It meets the resistance of copy writers and of many agency executives. The inertia of advertisers themselves is another reason. Very few of them insist that their copy be tested. Perhaps the most

important reason is the fact that the technique of testing has not been perfected and results have not proved sufficiently conclusive.

On the whole, testing is bound to develop in the future. Before long we shall know how much can be accomplished through testing, and we shall know which are the best methods to use.

## *Evolutionary Rather Than Revolutionary*

The developments that I have described, plus others that could be mentioned, indicate that important changes are taking place in the field of advertising. These changes are evolutionary, rather than revolutionary; in other words, they will not bring about any startling upheavals in the organization of the advertising industry.

And yet these various developments suggest many problems for the future. Advertising agencies have gradually extended their operations until now, as you know, they act as marketing counsellors. It has been predicted that they will eventually become "merchandising agencies," with the preparation and planning of advertising as only one of their functions. There is some basis for this prediction, and yet the multifarious activities of agencies all center around the production of more effective advertising. Although the actual preparation of advertising has become a relatively small part of their total operations, yet the advertising itself, which is the final product issued to the public, is of the utmost importance. The other activities center around the execution of a better advertising job.

It is a real problem as to how much farther agencies can go and still keep within their commissions. They already have to charge for

From a speech made at the annual convention in Cleveland, last week, of the Advertising Affiliation.

extensive market surveys. They have to charge sometimes for special media surveys. They can't afford to undertake very much in the way of pre-testing of advertisements.

And yet these developments in the scientific approach are bound to continue, and some way will be found to finance them. We have already reached the point where one can be pretty sure that any advertising campaign planned and executed by a good advertising agency will do an effective sales job. Some day, we may be able to predict within reasonable limits the actual effect that a given advertising plan will have on sales and profits.

### Advertising Can "Locate" at Low Cost

**B**ECAUSE of the great amount of uncultivated or too lightly tilled territory that is admittedly and unadmittedly present on practically every capital-goods selling map today, advertising in 1932 offers especially brilliant opportunities for the economical selling of industrial products. At low cost, it can locate the men who are now doing the buying and can reach known prospects at the time they are actually in the market.

This point was brought out by Walther Buchen, president of The Buchen Company, in a recent talk before the Chicago Dotted Line Club. People who were prospects in 1930 are not prospects today, he noted. The men who were doing the buying in 1930 have been replaced by different men today. In many cases, the buying has moved into the front office, which is practically inaccessible to salesmen.

In the case of the known prospect, he asserted, purchases are fewer and farther between. At the same time, sales forces have been cut down drastically. Yet, with purchases thus diminished it is more important than ever that the seller be in the situation when a purchase is actually being con-

sidered, that the seller be in on every deal. As an economical and effective means of performing these "locative" functions of selling, advertising's case is stronger than most of us have known it to be in the last ten years, Mr. Buchen declared.

### To Be Represented by Joshua B. Powers

The London *Daily Mail* has appointed Joshua B. Powers, Inc., New York, to represent in America its continental edition, published daily in Paris.

*Dominical*, a new newspaper-magazine, tabloid size, which will start publication this month at Barranquilla, Colombia, has appointed Joshua B. Powers, Inc., as its advertising representative in foreign countries. This new periodical will be published by the publishers of *La Prensa*.

### R. N. Mann with "Service," New Publication

R. N. Mann is business manager of *Service*, a new publication published in New York and devoted to problems of the radio industry. It will be issued monthly. Mr. Mann, for five years, represented The Meredith Publishing Company in Northern New York State territory.

### With Dorrance, Sullivan

The advertising of the Fafnir Ball Bearing Spring Shackle, made by the Fafnir Bearing Company, New Britain, Conn., is being handled by Dorrance, Sullivan & Company. Effective July 1, Wm. B. Remington, Inc., Springfield, Mass., will handle the advertising of Fafnir Ball Bearings.

### Death of St. John Alexander

St. John Alexander, whose work as assistant to the late Charles E. Ellis, had made him well known among mail-order advertisers for some years, died last week at New York. Mr. Alexander more recently had been a member of the private office staff of the Chrysler Sales Corporation, New York.

### Appoints United Agency

Fifth Avenue Modes, Inc., New York, maker of "Semi-Made" dresses, has appointed the United Advertising Agency, New York, to direct its advertising. Women's magazines will be used.

### Joins W. M. Brown Agency

Harry Bullion has been appointed an account executive of the W. M. Brown Advertising Agency, Detroit. He was a member of the staff of the *Detroit Free Press* for twenty-three years.

May 19,

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## We have made America's most populous Area a WLW Community

Our consistently good programs, powered by 50,000 watts, are received by millions in the rich Middle West.

We are the center of radio entertainment for listeners in the big cities, numerous towns, manufacturing centers and farm districts "near the center of population."

The whole WLW story is told in facts, figures and illustrations in our free, 72-page folder. Send for it.

Near the Center of the Dial



Near the Center of Population



Ford Rush is known as "Old Man Sunshine" to kiddies everywhere. He and his "toy band" are one of the outstanding features on the air today. Such unusual talent is typical of WLW.

**THE CROSLY RADIO CORPORATION**  
Powel Crosley, Jr., President  
**CINCINNATI**

## New Products, Tested Advertising Made This Business Grow

(Continued from page 6)

raise them, but the natural growth is much better. The catalog must sell the goods.' So we put the cost of follow-ups into improvements in the catalog.

"The most productive names we have ever found are a list of doctors. Doctors seem to take naturally to flower gardening, perhaps because they are lured by the Latin names with which they are familiar through their study of herbs and drugs. Then, too, when a doctor is in his home garden he is available for emergency calls, which might not be the case at the golf links."

There is always news to be told in the seed catalog, because hybridization is continually perfecting new strains and varieties and beautiful new shades of coloring. And new and appealing names have an almost magical value in selling new products. Some of the characteristic names which have pushed seeds to high record sales for this house are "Golden Bantam," for corn; "Wayahead," and "Iceberg" for lettuce; "Allhead Early," for cabbage; "Goldinhart," for carrots; "Scarlet Button," for radishes; and "Fiery Cross" and "Fluffy Rufles," for sweet peas—their specialty.

Once the elder Burpee, on one of his regular summer tours of exploration through the seed gardens of Europe, discovered a "beautiful" onion in Italy. The seed he brought home for testing revealed that the variety was just as good here as in Italy. Enthusiastic expectations were held for this onion which was duly introduced under its Italian name. But not enough was sold to pay for the space in the catalog; so it was dropped entirely. Three years later the elder Burpee was re-enthused when he saw the same onion again in Italy. Another attempt was made to market the seed, this time under the name "Gigantic Gibraltar." Under this

name the previously unwanted onion immediately rolled up an astonishing sales volume, and to this day it is one of the best sellers among onions.

Names of new varieties, as valuable as they are, cannot be protected, for anyone can buy the seed, plant it and raise his own future supply. The only permanent asset of the seedsman is the good-will value of his name and trade-mark. This Burpee jealously guards by studiously refraining from overstatement in catalog descriptions.

"My father used to say," said David Burpee, "In business, it is not harmful to allow the public to see that you are honest."

"We had a striking illustration of this in 1914. On the front cover of our catalog that year was a colored reproduction of the 'Matchless' tomato which we were featuring. It was beautiful and we thought it was exact. But when father saw the proofs he said that he believed the illustration was over-size, and when we disputed him he offered to give \$5 to any man who would go out in the fields at our Fordhook farms and bring in a tomato that size. I searched with the others, but none was successful.

### A Frankly Stated Insert

"It was too late to change the plates without delaying the catalog; so an insert was prepared on colored paper and pasted in the front of the catalog. A statement on this insert frankly admitted the unintentional exaggeration and told how it had happened. This proved to be one of the best advertisements we ever had, for we got letters from all over the country from people who declared the illustration was not over-size—they had raised them that big themselves. Many people bought the seed to see what it was all about, and to this day 'Matchless' is one of our best selling tomato seeds.

"Thousands of letters with questions and suggestions and tales of experiences come to us every year. Every one is answered with



# ON THE SPOT..



## Where the Goods Are Sold

(1) Pennsylvucky is falling down on its quota. (2) Let's try out the new Model 2PB45x786 in Illinaska. (3) Isn't it time we opened up the North Coast? (4) We make a very fine spinnaker but our distribution is limited.

Then, sir, Spot (individual station) Broadcasting is custom-built for you. Flexible as an eel. Adaptable as a politician. Gives people what they want when they want it—where you want it.

Through Scott Howe Bowen, Inc., pioneer in the field, American Chicle, Continental Oil and others are using this method of solving unusual distribution problems.

Let us tell you more about this and other ways we can help you lick tough selling jobs. There is a good reason why our organization is entrusted by agencies and advertisers with the greatest volume of recorded and live talent spot broadcasting ever. We save time, money, effort—and increase the effectiveness of your radio campaign.

# SCOTT HOWE BOWEN INC

SPOT BROADCASTING

CHRYSLER BUILDING, NEW YORK CITY  
CHICAGO DETROIT KANSAS CITY BOSTON  
OMAHA SAN FRANCISCO

# RECIPROCAL ACCEPTANCE ESTABLISHED

Doing the  
Selling Job  
Without  
High-  
Pressure



## Wanted:

Seasoned men  
capable of pre-  
senting this sound,  
wanted service to  
national accounts.  
Apply by mail only.

## The Reciprocal (Pat. applied for) Way

YOUR product advertised on  
the product that is used natu-  
rally with yours. (Non-competi-  
tive national advertisers only.)

And, reciprocally, their adver-  
tising on your Product.

The common inter-  
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Samples on Request

# RECIPROCAL ADVERTISING

•INC•

"THE GOLDEN RULE IN MERCHANDISING"  
102 EAST 30TH ST., NEW YORK, N.Y.

the greatest care by an expert. We get a great deal of so-called poetry on gardens and flowers, mostly from women, and quite often from those who seek to sell them for use in our catalog.

"I shall never forget the answer an old farmer who used to wait on retail trade in our building here in Philadelphia gave to a woman customer. She asked him something which has long been sort of a poser for horticulturists—"What is the difference between a pumpkin and a squash?"

"The old farmer thought a minute and then replied, 'Well, Ma'm, you throw up a pumpkin and it comes down a squash!'"

It was interesting to learn from Mr. Burpee that the best sellers among flower seeds rank in this order—sweet peas, zinnias, asters. There are three qualities that make flowers popular for home gardens. The first is the length and strength of stem; second is the lasting quality in water, which, of course, depends considerably upon the stem; third is range of color, and certain qualities of delicateness and odor.

Styles are governed more than anything by displays in florists' windows, for people like to have at home what they see in the stores downtown. This human foible provides a basis for the seedsman's production and selling strategy. For instance, development of sweet peas which will grow satisfactorily under glass in florists' greenhouses in the winter, has boosted the sale of sweet peas for the home garden.

But more than that, gardeners want new products. And that is why the founder of this business—as the catalog says—"was an outstanding pioneer of new varieties of flowers and vegetables."

## Wins San Francisco Golf Meet

Lew Clark was winner of the San Francisco Advertising Golf Association tournament held at the Meadow Golf & Country Club last week, with a low net of 66. O. W. Irwin won the qualifying nine hole prize with a net score of 31.

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# Twenty - six More Advertisers Report for 1931

A Supplement to the Table in the April 7 Issue Showing Net Profits and Losses for the Year 1931 of Some of Our Leading Companies

Company	1930	1931
Addressograph-Multigraph Corp. ....	\$ 636,275	\$685,348
Anaconda Copper Mining Co. ....	18,362,275	D3,168,523
Art Metal Works .....	211,496	D149,380
Associated Oil Co. ....	7,215,284	D981,764
Beatrice Creamery Co. ....	3,389,373	2,111,143
Belden Mfg. Co. ....	D278,162	D227,343
Collins & Aikman Corp. ....	323,152	1,365,089
Colt's Patent Firearms Mfg. Co. ....	103,059	D56,971
Coty, Inc. ....	1,317,928	991,721
Eastman Kodak Co. ....	20,353,788	13,408,785
Great Western Sugar Co. ....	D489,418	D1,016,623
Hammermill Paper Co. ....	561,839	422,800
International Products Corp. ....	631,955	D422,351
Libby, McNeill & Libby .....	2,130,357	D4,981,946
Ritter Dental Mfg. Co. ....	667,666	235,914
Ruud Mfg. Co. ....	204,611	D111,483
Segal Lock & Hardware Co. ....	201,907	D138,487
Smith, L. C., & Corona Typewriters, Inc. ....	39,195	D926,672
Socony-Vacuum Corp. ....		D4,169,247
Standard Oil of Calif. ....	37,675,300	14,539,593
Standard Oil of N. J. ....	42,150,662	8,704,758
Technicolor, Inc. ....	676,475	D37,986
Tide Water Associated Oil Co. ....	8,750,914	D5,818,671
Timken Detroit Axle Co. ....	842,237	328,328
Timken Roller Bearing Co. ....	7,524,122	2,571,241
White Sewing Machine Corp. ....	D289,776	D3,255,972

## THE QUALITY GROUP

597 FIFTH AVENUE  
NEW YORK CITY



Believe it or not — the duplication of readers among these magazines is less than 12 per cent . . . as clearly established by recent actual comparisons and checkings of their paid subscription lists representing nearly 80 per cent of their entire circulation. Outside agencies have verified the accuracy of this checking.

ATLANTIC MONTHLY  
CURRENT HISTORY  
THE FORUM  
HARPERS MAGAZINE  
REVIEW OF REVIEWS  
SCRIBNER'S MAGAZINE

This further confirms the distinct and unduplicated service each of these publications insures the advertiser . . . in selling a market of uniform importance throughout . . . low combination rate to offset the slight duplication of readers.

# A Premium Appeal Goes Over!

"You will undoubtedly be interested to know the results that we received from our one-sixth page advertisement in the March issue of *Printers' Ink Monthly*.

"You will recall that in this advertisement we suggested the use of toys as premiums and called attention to the fact that the best way to find the most suitable toys for this purpose is to look in *Playthings*. We received over seventy (70) requests for sample copies of *Playthings* and are still getting replies. We were also pleased to note the high standing of the firms from whom we received communications through this advertisement.

"We feel satisfied that *Printers' Ink Monthly* is a publication that commands high reader interest and will be glad to see you to discuss future advertising plans."

**C**AN it serve to increase sales or the efficiency of advertising? If so, your product or service can be featured to good advantage in *Printers' Ink Monthly* . . . where it will come to the attention of executives responsible for the promotion of sales.

To influence the purchase and selection of premiums or anything else that has application to sales, advertising and merchandising problems, tell your story to executives who read

## PRINTERS' INK MONTHLY

*A Market of the Largest Buyers of Advertising Materials*

Editor of  
We are  
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# Quality Has Not Lost Its Sales Appeal

UNITED SERVICE ADVERTISING  
NEWARK, N. J.

Editor of PRINTERS' INK:

We are interested in receiving information as to various products which have been successfully marketed on a quality basis against price competition during the current depression.

MAX GREEN.

**I**N an era of falling commodity prices it is natural that there should be a price stampede. However, a stampede, once started, is difficult to stop and numerous manufacturers have found themselves on the run down the hill of price and no opportunity to get a toe-hold against the forces pushing them on down.

It is significant that at the present there is to be noted a reaction against price as a sales appeal. The Quality Maintenance League, formed to combat the inroads of price competition, has in it the seeds of a powerful influence toward getting manufacturers, retailers and the public back on a sensible basis of buying satisfaction instead of bargains.

Growing numbers of consumers are expressing dissatisfaction at the shoes, hats, suits, shirts, food, drugs, etc., of unknown brands that have been foisted upon them as bargains and have turned out to be anything but bargains. The 60-cent pair of stockings that wears out the first or second day is about as convincing an argument for better hosiery as a woman can buy. The \$1 shirt that becomes a neck choker at the first washing makes another friend for the \$2, or \$3, or \$5 shirt that won't shrink.

The time is ripe for more manufacturers to talk quality. Even the more expensive luxuries have been reduced in price along with the fall in manufacturing, sales and commodity costs. What many consumers don't realize is that on their present reduced incomes they still may buy many of the quality products that they formerly bought because these products have been reduced in price.

Among the retailers of the larger

cities there is a noticeable tendency to play up quality. They still feature their bargain sales, but they spice the bargain advertising with quality talks. In spite of the price orgy that they have engaged in, they haven't made any money and now they are willing to try a different form of attack.

Many advertisers have succumbed to the price lure and have cheapened the quality of their products. The majority, however, have maintained rigid quality standards and slowly there is dawning on a certain group of consumers the fact that the manufacturer of an advertised product has an obligation to maintain quality that does not weigh upon the maker of an unadvertised article. Advertising has a big opportunity to stress this fact and it is salutary to note that more and more advertisers seem to be realizing this opportunity.—[Ed. PRINTERS' INK.]

## Vermont Sponsors Maple Marketing Group

The Vermont State Farm Bureau, the University of Vermont Extension Service and the Agricultural Department of the State of Vermont have co-operated in organizing the Vermont Maple Co-operative, Inc., through which the State will undertake the marketing of its own maple products.

Linus Ward has been appointed general manager, Dorrance, Kenyon & Company, Inc., Boston advertising agency, has been appointed to direct the packaging and marketing of the 1932 crop of maple sugar and maple syrup.

Advertising will start in the early fall and be continued through the winter.

Among the committee members appointed by the Vermont State Farm Bureau in organizing this co-operative movement were Levi Smith, president, Burlington Savings Bank; David Howe, publisher, *Burlington Free Press*; H. Nelson Jackson, publisher, *Burlington News*; and A. H. Packard, president, Vermont State Farm Bureau. Movement of the 1932 crop is being financed through Federal farm aid and the treasury of the State of Vermont.

## Appoints Stewart-Davis Agency

The Stearns Electric Paste Company, Chicago, has appointed the Stewart-Davis Advertising Agency, of that city, to direct its advertising account.

# FARM PAPER SUMMARY FOR APRIL

## COMMERCIAL ADVERTISING LINAGE

(Exclusive of house, livestock, baby  
chick and classified advertising)

### MONTHLIES

	1932 Lines	1931 Lines
Country Gentleman ...	29,335	41,209
Capper's Farmer .....	19,750	25,713
Successful Farming ...	19,169	23,975
California Citigraph... ..	13,950	19,741
Florida Grower .....	10,856	12,546
Southern Agriculturist. .	10,653	16,474
Country Home .....	10,537	12,591
Farm Journal .....	10,066	11,128
Breeder's Gazette .....	6,348	13,351
Poultry Tribune .....	5,438	6,759
Amer. Fruit Grower ..	4,905	7,061
Leghorn World .....	4,426	3,689
Plymouth Rock Monthly	4,401	3,402
Rhode Island Red Jour.	4,393	3,402
The Poultry Item ....	3,669	4,894
Better Fruit .....	3,599	6,531
Amer. Poultry Journal.	3,278	4,923
Wyoming Stockman- Farmer .....	3,180	5,747
Nat'l Live Stock Producer	2,777	6,458
The Bureau Farmer ..	2,649	3,473
Farm Mechanics .....	2,622	3,014
American Farming ...	2,495	3,262
Northwest Poultry Jour.	2,276	3,067
New England Dairyman	2,259	5,165
Everybody's Poultry Jour.	2,034	2,994
Poultry, Garden and Home .....	1,867	3,929
Inland Poultry Journal	1,777	5,764
Farmers' Home Journal	1,033	2,704
Totals.....	189,742	262,966

### SEMI-MONTHLIES

Okla. Farmer-Stockman	16,751	23,761
Farm & Ranch .....	11,957	*25,734
Missouri Ruralist ...	11,744	21,531
The Progressive Farmer & Southern Ruralist		
Texas Edition ....	11,611	20,438
Carolinas-Virginias Edition .....	11,178	25,056
Georgia-Ala. Edition	10,601	24,656
Ky.-Tenn. Edition.	10,554	22,010
Miss. Valley Edition	10,076	23,794
Indiana Farmer's Guide	11,336	*22,770
Hoard's Dairyman ....	10,784	23,417
Montana Farmer .....	10,108	17,976
Utah Farmer .....	9,302	13,988
Southern Planter .....	7,713	13,014
Western Farm Life ...	7,634	17,667
Arizona Producer .....	6,253	9,408

	1932 Lines	1931 Lines
Missouri Farmer .....	5,271	4,750
Arkansas Farmer .....	3,961	6,756
Southern Cultivator ..	622	4,196

Totals ..... 167,456 320,922

\*Four Issues.

### BI-WEEKLIES (3 Issues)

The Farmer & Farm, Stock & Home .....		†*30,823
Minnesota Edition ...	24,904	
Dakotas-Mont. Edition	16,759	
Nebraska Farmer .....	22,873	*31,062
Wallaces' Farmer and Iowa Homestead ...	22,229	*35,794
Prairie Farmer Illinois Edition .....	21,839	*30,139
Indiana Edition .....	12,717	*23,490
Wisconsin Agriculturist & Farmer .....	19,056	*28,575
Pennsylvania Farmer ..	18,592	*26,183
Ohio Farmer .....	16,850	*29,569
Dakota Farmer .....	15,466	*28,624
Michigan Farmer .....	13,162	*22,032
Kansas Farmer, Mail & Breeze .....	12,681	*23,752

Totals ..... 217,128 310,043

†One Edition. \*Four Issues.

‡Two Issues.

### WEEKLIES (5 Issues)

Pacific Rural Press ...	31,452	*35,219
California Cultivator ..	23,499	*28,425
Rural New Yorker ....	17,373	*27,239
Oregon Farmer .....	*14,866	25,415
Washington Farmer ..	*14,693	27,604
New Eng. Homestead..	14,562	*23,457
American Agriculturist.	13,560	*21,187
Idaho Farmer .....	*12,445	25,187
Dairymen's League News	3,428	*7,435

Totals ..... 145,878 221,168

\*Four Issues.

### FARM NEWSPAPERS (4 Issues)

Kansas City Weekly Star .....		†*17,684
Missouri Edition ...	12,409	
Ark.-Okla. Edition ...	10,838	
Kansas Edition .....	10,803	
Dallas Semi-Weekly Farm News		
Friday Edition ..	*2,954	5,383
Tuesday Edition ..	2,350	5,980

Totals ..... 39,354 29,047

†One Edition. \*Five Issues.

Grand Totals ..... 759,558 1,144,146

(Figures Compiled by Advertising  
Record Company)

**FAIRVIEW FARM**  
Waterville, N.Y.

**Dear Groucho:**

Have you got any babies? Pop's busy tending our seven little darlings tonight, so he asked me to write you this time. If you are blessed with a number of little dears as we are, take my advice and tell them to write to Aunt Karrie. You have no idea how busy it will keep them! This is a letter my little Ethel wrote to Aunt Karrie not long ago.

*Dear Aunt Karrie:*

*I am sorry I have not written to you for so long a time. The baby which was six hours old the other time I wrote is almost seven months old. We did not name him any of the names you suggested for we had already named him. His name is Vaughn Eugene.*

*I have four sisters and two brothers. Our names and ages are, Ruth fourteen, Ethel eleven, Blair nine, Pauline six, Gladys four, Faye two, and Vaughn six months.*

*Please send me the "Justice Good Wholesome Too" postcard. I have not had any yet. I liked the other ones very well.*

*I write to Amy Hind out in Oklahoma. I would like to receive letters and will answer all received.*

*Your Loving Niece*  
*Ethel Violet*

Isn't that cute? Aunt Karrie tells me she receives about 200 letters like this every week. And you should see the mad scramble our kiddies make for the Ko-Op Kiddie Korner Page every Friday! Why, they can hardly wait until Pop's had a chance to read the news of our organization and the condition of the fluid milk marketing industry and I have read the reports of the women's meetings and the household hints. Honestly, as I was telling Mrs. Jones at one of our monthly community Dairymen's League meetings the other night, we could use three copies of the Dairymen's League News in our house!

P.S.—

Pop says to tell you to call the Business Manager at Pa. 6-4760 or write to him at 11 West 42nd St., N.Y.C.,

Most sincerely,

(Mrs.) *A. Reader*

Dairymen's League News

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

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NEW YORK, MAY 19, 1932

## Firing the Directors

Not every company president is so situated as to stock control that he can do what one top executive did, but probably many will wish they could. It may be pleasing, therefore, to read about one president who practically discharged his board of directors.

"Our monthly directors' meetings became such ineffably gloomy gatherings that I could not stand them any longer," this president told a PRINTERS' INK writer. "I will not attend post-mortems or councils of despair; so I ruled out monthly meetings. Now we meet only once every three months, and then only to declare the dividend. Depression talk of any kind is absolutely taboo."

We can vouch for this incident, but obviously it is not possible to publish the name of the company. As the president said, "The directors are sore enough already."

And we can recommend the idea

wherever practicable. These are times for strong hands on the wheel, and there is no room for those who are so unnerved by the sight of the falling glass that they would give up the ship.

## Coca-Cola's Advertising Secret

When R. W. Woodruff, president of The Coca-Cola Company sent out his recent annual report to stockholders, he ran in a box on the first page a few words which every manufacturer might ponder.

Speaking of the favorable profit showing for 1931 above that of the record year 1930 he had this to say:

"This showing was made possible through decreased cost of raw materials and a more profitable operation of subsidiaries.

"There was also a reduction in general operating expense with the exception of advertising. This item was appreciably increased."

The Coca-Cola company has, under its present management, made a remarkable earnings record. The men who run it are often cited as star examples of good management technique. They retrenched, made savings wherever possible and in all departments with the exception of one.

In the advertising department alone they actually made an "appreciable" increase at a time when so many manufacturers were retrenching there, forgetting about possible savings in overhead. This great company decided it was no time to cut down on the power that made the profit engine function.

More steam was turned on as the grade became steeper and steeper.

When some student makes a study of profit curves five years hence and separates into two groups those manufacturers who stopped or greatly curtailed advertising, and those few others who had the courage, credit and confidence to keep it up or even increase it as Coca-Cola did, it is entirely probable that the same results will show up as appeared in

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Dr. Vaile's studies following the hard times of 1921.

The words of the president of the Coca-Cola company, like a light on a dark night, should give courage and confidence to those looking for better times.

### 1932

#### As a Basis

"Enough automobiles were sold in this country last year to have returned a profit to everyone concerned—manufacturers and dealers alike—if they had been sold soundly," says James Dalton, industrial editor of *Motor*. "Enough will be sold this year to accomplish the same result if they are sold intelligently."

Substitute the names of many other products for the word, "automobile," and you have a statement that applies pretty aptly to a great many different industries. Manufacturers and dealers went broke in 1931 on volume that would have been beyond their fondest hopes of 1919.

In the automotive industry last year dollar volume of used car sales for the first time exceeded the total of new car trade. According to the quaint but ingrained custom of the industry, used car selling was largely done at a loss.

American business has been so interested in the process of deflation that it has lost sight of what happens when everything has been deflated. It has jumped ahead of itself and visioned days of inflation which, to too many minds, mean days like those of 1929.

Instead of looking ahead to 1934 or 1936 or whatever year will be chosen for the next peak, the American manufacturer and retailer will be working on a far sounder basis if they use 1932 volume as a basis on which to build profits.

#### At Home and Abroad

This week, an international oil conference is being held in New York. C. E. Arrott, president of the Socony-Vacuum Corporation, is the chief sponsor of the meeting, but the Standard Oil Company of New Jersey is at least equally interested. Russian, Dutch and En-

glish oil interests have their representatives present.

The basic purpose of the meeting is to discuss international control over oil marketing. The oil situation in this country has been bad enough. Abroad it has been even worse, if that is possible. The difference in seeking the cure between the foreign and the domestic situation, however, is that abroad there is no serious legal obstacle to co-operation between trade factors. In this country there is—namely, the anti-trust laws.

How, then, somebody may ask, do the American oil companies find legal permission to participate in a conference of this sort—a conference that may lead to something in the nature of a cartel, or, as we would call it, a trust?

Here is one of those nice little contradictions that are so prolific in the American system.

Under the Webb-Pomerene Act, American companies may combine, in their export activities, in a manner forbidden by the anti-trust laws in domestic business. In other words, in selling abroad, they may agree to restrict production and parcel out markets. But in this country they must not.

The outcome of this international oil conference, and the results it produces, should be an interesting commentary on our anti-trust laws.

#### Fact-Finding Optimism

The phrase which serves as a title for this editorial was used by John A. Ringling, circus magnate, in a recent interview with Forrest Davis of the *New York World-Telegram*. Early last winter in his headquarters at Sarasota, Ringling, realizing business was bad, planned for his spring opening in New York City.

Alarmists advised him to curtail and cut down on his "greatest show on earth." But Mr. John, as the circus people call him disagreed.

"Too many people," he said, "are retrenching, stopping effort, cutting the value out of their goods, trying to sell cheaper. I am going to improve my product, stick my chin

out and then see what happens."

Then he set out to build an even bigger show with more clowns, more "breath-taking acts," more novelties.

And Mr. John now knows what happens when a man sticks out his chin constructively. His attendance and receipts exceeded 1930's—larger than in many prosperous years.

The interviewer asked him what his experience proved which might be of value to men in other lines of business. With a modest declaration that he had no desire to tell another man how to run his business, Mr. Ringling said of his own:

"I believe in fact-finding optimism, which means put out the chin, stop weeping, stop blaming others. If you have money don't hoard it. Put it into more effort and an improved product, then give the public a chance to pass on it."

That may seem like a simple philosophy, inadequate to face the complex international problems which vex business men the world over. Yet it follows the traditional lines which once made "Yankee," a world-wide synonym for aggressiveness, imagination and a never-say-die spirit.

Certainly a manufacturer can't tell how business is if he doesn't make an effort to let the public pass on his product.

He can't let them pass on his efforts unless he advertises what his product is, what it will do, how much it costs.

Though a simple formula it has just been vindicated in so representative an American business as the circus.

### "Velvet" from Advertising

Established in the centennial year, the W. Atlee Burpee Co., seed growers, has been a consistent advertiser in publications during the last fifty-six years.

David Burpee, son of the founder and now president, says in an interview in this issue:

"About 70 per cent of our volume is catalog business, direct from the consumer. On the 30

per cent which is wholesale to dealers, we have a selling expense of less than half of 1 per cent. This business is entirely a by-product of our advertising; we have never used a single traveler."

All Burpee advertising is designed to draw requests for the catalog, which does the real selling job. That nearly a third of the sales volume now results from the cumulative good-will building of consistent advertising is a remarkable tribute to that extra value which advertising returns to those with abiding faith in its power and necessity.

How good 30 per cent on "velvet" would look now to some advertisers who have been going by fits and starts, and are now reaping mostly "fits"!

### Heads Salt Lake City Club

Marlo L. Cummings, advertising manager of the Utah Power and Light Company, has been elected president of the Salt Lake City Advertising Club. He succeeds Marion S. Nelson, vice-president and manager of the L. S. Gillham Company, Inc., advertising agency.

Margaret Hackett, advertising manager of Keith-O'Briens, Inc., has been elected vice-president and David F. Coursey, of Billings Service, has been re-elected treasurer.

The board of directors includes Louis W. Larsen, Fred E. Hamlin, Harold Pickering, Stringham A. Stevens, and M. S. Nelson.

### R. H. Gay Heads Town Criers

Ryder H. Gay has been elected Chief Crier of the Town Criers of Rhode Island, Providence advertising club. Deputy Chief Criers in charge of various activities include: Franklin Weston, in charge of advertising; Russell Stapleton, luncheons; James A. Doherty, civic promotion; and Miles Standish, personnel and recreation.

Ernest J. Meyer has been elected scrivener; Charles E. Donilon, funds holder and George Wise, Jr., treasurer.

### First District to Meet

The thirteenth annual convention of the First District of the Advertising Federation of America, covering clubs in the New England district, will be held at the Hotel Kimball, Springfield, Mass., October 16, 17 and 18.

### Appoints Newark Agency

The Curvex Safety Razor Company, Newark, N. J., has appointed the Allied Advertising Service, of that city, to direct the advertising of its Curvex Razor and Measurite coffee dispenser.

# Have You Checked This?



**How practical is your advertising typographer? » If he is a member of the A. T. A.★ he is competent to counsel you in your typographical problems » He'll know whether the ad should be hand set, machine set or a combination of both » He'll help you and genuinely help you in the selection of the most useful face, artistically and economically » His shop will have all the material necessary for the job at immediate disposal » And he'll not be prejudiced counsel either » Check this up on your next work and prove it to your satisfaction.**



Typography That  
Sets Up an Ideal

## Advertising Typographers of America

★ Members are located in Boston, Chicago, Dallas, Denver, Detroit, Indianapolis, New York, Philadelphia, Pittsburgh and Toronto, Can., with National Headquarters at 461 Eighth Avenue in New York City

# Advertising Club News

## Chicago Financial Advertisers Elect

Fred W. Mathison, assistant vice-president of the Security Bank of Chicago, was elected president of the Chicago Financial Advertisers at the annual election last week. He succeeds E. T. Cunningham, Halsey, Stuart & Company.



**Fred W. Mathison**

Other new officers are: First vice-president, Samuel Witting, Continental Illinois Bank & Trust Company; second vice-president, Guy W. Cooke, First National Bank; third vice-president, A. E. Bryson, Halsey, Stuart & Company; secretary, Ruth H. Gates, State Bank & Trust Company, Evanston, Ill., and treasurer, Dorothy Trevino, Personal Loan & Savings Bank.

In addition to the newly elected officers, the board of directors includes: J. F. Gardiner, H. M. Bylesby & Company; Carl A. Gode, Continental Illinois Bank & Trust Company; R. R. Jeffris, Harris Trust & Savings Bank; Chester L. Price, Central Republic Bank & Trust Company; G. Prather Knapp, Rand McNally & Company; Charles Frye, Chicago Journal of Commerce, and Mr. Cunningham, the retiring president.

\* \* \*

## Dorothy Crowne Again Heads New York Women

Dorothy Crowne, of the John Budd Company, publishers' representative, was re-elected president of the League of Advertising Women of New York at a meeting of the board of directors held last week.

Sue Flanagan was elected vice-president; Laura Rosenstein, of the Altot Press, treasurer, and Anne Hilpert, of Pedlar & Ryan, Inc., recording secretary. Florence Wall, technical consultant, was re-elected corresponding secretary.

In addition to the above officers the board of directors includes: Hazel P. Jenney, Batten, Barton, Durstine & Osborn, Inc.; Rita Otway, New York Edison Company; Sadie G. Emanuel, Commerce & Finance; Bernice Ormerod, Esmond Blanket Shop; Elsie E. Wilson, the Woman's Press; Ida Clarke, and Mae Shortle.

\* \* \*

## Heads Dallas Women's Club

Miss Violet Short was elected president of the Dallas Women's Advertising Club at a recent meeting. Miss Margaret Marable was elected vice-president. Miss Rosa Wolf was made treasurer and Miss Bennette Wallin, secretary.

## R. S. Frothingham Heads San Francisco Club

Roy S. Frothingham, sales promotion manager of the Pacific division of the National Broadcasting Company, has been elected president of the San Francisco Advertising Club. Earle V. Weller, Pacific Coast manager of the Campbell-Ewald Company, has been made vice-president.

Miss Elmira Goldthwaite, advertising manager of Sherman Clay & Company, has been elected secretary and Charles Pritchard, sales manager of the Bonestell Company, treasurer.

Directors include Harrison Holliway, manager of radio station KFRC; Nathan Danziger, sales promotion manager of Lagendorf's United Bakeries, Inc.; Douglas McPhee, editor of *Western Advertising and Western Business*; Carl Eastman, Pacific Coast manager of N. W. Ayer & Son, Inc., and J. Charles Jordan, of the Pacific Gas & Electric Company.

\* \* \*

## Springfield Club Holds Annual Meeting

The twenty-third annual dinner of the Advertising Club of Springfield, Mass., was held last week at that city. Dr. Harold Stonier, national education director of the American Institute of Banking, addressed the group on "The Tempo of '32."

The William Pynchon medal, awarded by the Springfield club in recognition of distinguished service rendered by citizens of Springfield, was conferred upon William H. Daggett and Maude Irving Tait.

Charles H. DeForest is president of the Springfield club. Officers include: Charles P. Golding, vice-president; A. H. Matthews, treasurer; Edward J. Breck, secretary, and Mollie E. Sears, assistant secretary.

Directors are William E. Burgess, Mathilda E. Farber, Karl L. Radasch, William B. Remington, Raymond G. Seaman, Ruth E. Sisson, and A. A. Whitbeck.

\* \* \*

## Eighty-four Graduated by Cleveland Club School

Eighty-four students of the Cleveland Advertising Club's School of Advertising received diplomas at graduation exercises held last week. The school completed its thirteenth year with Charles W. Mears as dean. The graduation was one of a series of events held in connection with the opening of the new quarters of the club in the Hotel Statler.

\* \* \*

## Heads New York University Club

Rudolph F. Greiser has been elected president of The Triad League, advertising club of New York University. Curt E. Claussen has been made vice-president; George H. Hanzel, treasurer, and Norton C. Baron, secretary.

# Advertising Affiliation Meets

**D**ELEGATES from advertising clubs at Erie, Toronto, Hamilton, Cleveland, Buffalo, Niagara Falls and Rochester gathered at Cleveland last week for attendance at the annual convention of the Advertising Affiliation. A gathering of 500 at a clinic on retail

of Finance and Commerce of the University of Pennsylvania, that an urgent need of the day called for a change in the style of thinking. "Styles of thought," he declared, "become obsolete as do clothing or automobiles.

"Motivated more by a deficit than a surplus economy, our banking fraternities have preached thrift instead of a wholesale consumption of goods, consistent with higher levels of living. Today, fortunes and savings have been destroyed because neither the financial nor the consumption groups, individually or together, know how to sustain dollar values and at the same time set up profitable credit relations, with manufacturers and consumers. Is it not time," Mr. Hess asked, "that we seriously think of the possibility of 'new modes of thought' more in keeping with the spirit of surplus economy?"

The use of free-distribution advertising tracts was disparaged by William H. Howard, advertising manager of R. H. Macy & Company, New York. Their use, he said, creates consumer buying habits which eventually bring business at a loss, so that what looks like the cream of such circulation is nothing but milk slightly soured.

Merchants were criticized for using too many clerks and not enough salesmen, in an address by Fred J. Nichols, director of the Merchants Service Bureau, National Cash Register Company, of Dayton. There is too much indulgence in the practice of giving merchandise away, he said.

The affiliation voted to hold its 1933 convention at Erie, Pa.

Election of the Toronto advertising club to the Affiliation marks the seventh member club in the Great Lakes district.

## Poor Richard Adds Members

The Poor Richard Club of Philadelphia sponsored a special meeting of welcome last week for new members brought into the club in its recent membership campaign. As a result of the drive 102 members were added to the club's roster.



**James Leslie Hubbell**

advertising set a record for these convention sessions.

James Leslie Hubbell, past president of the Cleveland Advertising Club, was elected president. E. P. Weber, of Erie, was elected first vice-president; Walter Kiehn, of Toronto, second vice-president, and Jay J. Fuller, of Buffalo, secretary-treasurer.

The economics of the business situation and the part which advertising, merchandising and mediums play in the efforts of those who use them to make business operation more profitable, were covered in detail from various angles by the eighteen speakers who addressed the convention. Two of the speeches, those of H. F. Barnes, manager of the Nela Park sales promotion department of the General Electric Company, and Dr. L. D. H. Weld, of McCann-Erickson, Inc., are reported elsewhere in this issue.

It was the contention of H. H. Hess, head of the merchandising department of the Wharton School

## The Little Schoolmaster's Classroom

TO the best of the Schoolmaster's knowledge, there is not an industry which has become addicted to the trade-in that has not had cause to regret the day it seized with avidity upon this merchandising device. The trade-in causes trouble because it is seldom standardized.

The P. A. Geier Company, vacuum cleaner manufacturer, has apparently developed a trade-in plan which overcomes that hitherto glaring weakness—lack of standardized value. This company is offering a chest of silverware that may be obtained from a Royal dealer in exchange for an old cleaner. J. L. Mahon, sales manager of the company, explains the development of the plan as follows:

"There are, of course, all kinds of allowances in this industry. If there has been any standard, it has been an allowance of \$10 for the old cleaner. However, under present-day conditions, people who might ordinarily buy, and who could buy if they wanted to, are making things last as long as possible.

"Consequently, as an inducement to get people to replace their old cleaners now, rather than next year, we developed an offer that we believed would appeal to a housewife and encourage prompt buying action. We decided to standardize the offer by making it an article of merchandise, instead of a money allowance. And, in deciding upon the merchandise to be offered, we concluded that it would be best to offer an item that most homes use—one that would get the interest of almost any woman. Silverware seemed to us to fill the bill.

"We were able to get a low price on this silverware from the manufacturer, because we bunched all of our dealers' purchases. It made a nice volume of business for the manufacturer and they gave us what we consider a very good

price for the quality of silverware we selected.

"In picking this set of silverware we kept in mind the usual allowance made by dealers and saw to it that the cost of the set of silverware was no more than the cash allowance the dealer would ordinarily make. Actually, we were able to get the silverware to the dealer for a little less than the usual allowance. As a consequence, we were able to offer through our dealers, a set of silverware which, if bought in a store, would cost the woman about double the amount she would get for her old cleaner. At the same time, the set is not costing our dealers any more than when they made a cash allowance. Of course, if the customer insists upon a cash allowance, the dealer is free to comply with her request.

"We don't know just how many people are taking this set, but we do know, from the little preliminary information we have, that we are accomplishing our main purpose, which is to get in touch with interested prospects for the sale of cleaners right now."

\* \* \*

For three years through its Fabrikoid Division, Du Pont offered an actual Tontine shade for testing purposes at \$1. This offer appeared in all consumer advertising. In 1931, the company discontinued the test shade campaign and offered, instead, a booklet entitled "Artistic Window Treatments" and a testing swatch of the shade.

This year, the company has gone a step farther and, in addition to the booklet and testing swatch, is offering an actual hand scrub brush. All three are offered for 10 cents.

This advertiser places in the hands of prospects a convenient method of testing the advertiser's claims. The advertising suggests that the woman soil the testing swatch, and then scrub it clean with the brush to prove to her

THE men in the s hears Af and have agenc put a list, s likely office sellin "N "don a ma seen, wise TH sever influ of m tiser. TH Yet know story whis

# Whistling in the Dark

THERE are important men in every organization the salesman never even hears about.

After the sales manager and advertising manager have been seen, and the agency space buyer has put a publication on the list, some unknown man is likely to pop up in a back office and spoil the good selling work.

"Never heard of it," or "don't like it" spoken by a man who has never been seen, may mar an otherwise perfect sales job.

There are almost always several men who have an influence in the selection of mediums for an advertiser.

They can't all be seen. Yet unless all of them *know something of the story*, a salesman is merely whistling in the dark.

He may be concentrating on one man. It may be the right man or the wrong man.

Perhaps he should be selling six men, all of equal importance.

Every man who has a voice in the final decision and who isn't seen is a dark spot, a potential danger to the successful sale.

There is one sound and tested way to *shed light on dark spots* in the advertiser's company and in the agency.

Whenever there are more than one or two men who have to be sold to secure an advertising account (and when aren't there?) advertising in PRINTERS' INK to reach all the men who have a voice in choosing the medium is only *fair to the hard working sales force*.

## PRINTERS' INK PUBLICATIONS



## AGENCY MERGER

There is a successful small, or one-man agency in New York City which believes it can operate more profitably if merged with a similar agency. Let's talk it over. "T," Box 172, Printers' Ink.

## Textile Specialties

An old established company, well financed and with an enviable reputation is desirous of increasing their line. They desire to secure one or more specialties that may be manufactured from cotton, wool, shoddy or rayon. Articles that are patented or may be patented preferred. Write to

"N," Box 29, Printers' Ink

## PRODUCTION EXECUTIVE

Twelve years' experience in agency and printing house has seasoned me in the application of the graphic arts. The mechanics of advertising are my love and not just a means to an end. I should like to submit my credentials if you have an opening. Address "U," Box 173, Printers' Ink.

## One Great Sales Force Selling Hears Nothing Of

Yet: "Where the power of logic and argument ends, there it begins . . . When reason even blanches there does it come and found its empire."

From: "POWERS THAT MOVE MEN TO ACTION."

Mailed Without Charge on Letter-Head Request

**ROBERT RUXTON**

10 High Street

Boston, Mass.

satisfaction that these shades can be washed clean.

The Schoolmaster is informed that the current advertising is pulling about the same number of inquiries as when the \$1 test shade was offered and about three times as many as last year, when only the booklet and testing swatch were offered.

\* \* \*

Contests with big first prizes are no longer a novelty. They build a lot of sales but they also leave behind them an inevitable pool of ill-will. The Schoolmaster was interested, therefore, in a "contest" being conducted by the Douglas Fir Plywood Manufacturers. This offers \$25 for every idea sketch the advertiser can use and announced its willingness to use \$5,000 worth.

In the strictest sense of the word this, of course, isn't a contest. But it's a lot less likely to build ill-will because it gives everybody a chance to get in on the money. There isn't the element of gamble and no big discrepancy between first prize and the smaller prizes.

Offers of this kind don't pull the tremendously high number of inquiries that a big-money contest offer pulls, but they give the advertiser something that he can use after the contest has finished. Two-hundred words spelled with the letters contained in "Uncle Putty's Birthday Cake" have no use beyond that of helping to fill the wastebasket. Two hundred ideas that can be translated into advertising are well worth the \$5,000 invested.

\* \* \*

With the electrical industry all set to put thousands of electric ranges into homes this year, the manufacturers of other types of ranges are faced with the stiffest competition they've ever had. Some of them don't like to talk about this competition. Others have come out flat-footed to meet it.

The Florence Stove Company

**"GIBBONS knows CANADA"**



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evidently believes that the interest in ranges that is bound to be stimulated by the electrical people can be capitalized by other industries, and says so in a double-page spread in business papers.

"What's ahead of me in stoves?" it asks in an arresting headline that is likely to get quick attention because it places before the dealer a question he's probably been asking himself frequently since the first of the year.

The company then addresses the dealer directly with a talk about the stove business in general which is followed by this paragraph:

"You'll see changes—yes. Changes from wood and coal to kerosene—to range oil—to gas or electricity. But *man* you're selling stoves. Don't worry about changes. That's progress. Just be ready with a complete line—one that is well known, dependable, priced right, easy to sell."

This leads easily into a convincing story about the complete Florence line and the advertising and sales helps the company gives to its dealers.

There's no particular advantage in ignoring new competitive conditions. The Florence way of capitalizing them is better.

\* \* \*

Many advertisers these days are finding that car cards make attractive display pieces for use in dealers' stores. Occasionally someone prints a little sales message on the back of these cards or a notice urging the dealer to display them. These notices are frequently overlooked or ignored.

The one that is printed on the back of a Best Foods Mayonnaise car card, however, isn't likely to be ignored. It is written in a this-is-the-house-that-Jack-built style.

Here is the way the jingle goes:

This is the card  
That catches the eyes  
Of the *spender wise* . . .  
The Woman who buys  
All of the Foods  
To make her Salads  
With which she serves  
Best Foods Mayonnaise.

\* \* \*

A certain Mr. White experi-

## NIELSEN-EASTMAN Market Surveys

NOT merely a fact-finding service, but an advanced type of marketing counsel based on painstaking study and thoughtful analysis of the requirements of our client's business, interpreted in the light of an experience in the study of the marketing side of business which few have had.

No charge for initial consultation.

### A. C. NIELSEN COMPANY Marketing Engineers

R. O. EASTMAN

A. C. NIELSEN

Chairman

President

4450 Ravenswood Avenue, Chicago  
500 Fifth Avenue, New York

## WANTED

*One of the best*  
**COPY-WRITERS**  
*and Idea Men*  
*in the Profession*

ONE who has made and probably is now making from \$20,000. to \$35,000. and is responsible for some successful copy ideas that are used as the basis of national advertising campaigns. The position is with a manufacturer who made an increase in business last year and is planning substantial national campaigns for several products this year. If you qualify for this position write a short letter listing (1) Jobs held, (2) Products worked on, (3) *Your own contributions to their advertising.*

Your communication will be direct with the employer, as no employment agency is involved. Our own men know about this ad. No connections will be disturbed without your permission. Address "O," Box 170, Printers' Ink.

# What Price Art Work?

How much for a line of lettering? For a head in oils? For a strip cartoon? You'll find the answer in our price-list showing over 50 specimens of work. (Sent free.) Compare our prices with same quality elsewhere

**INDUSTRIAL ART COUNSEL, Inc.**

David B. Hills, Pres. Charles W. North, Vice-Pres.

**CHRYSLER BUILDING • NEW YORK**

Telephone: Murray Hill 2-8570

## AGENCY PARTNER

New, modern type of merchandising-advertising agency is expanding and will take on a man of real ability who can be depended upon for a reasonable amount of actual, current business. "R," Box 171, Printers' Ink.

## Advertising Sign Opportunity—

Experienced representative, Sales Manager or executive familiar with merchandising electric signs is wanted by sole distributors of unusual sign now sold in Europe. Write detailedly in what way you are interested. "B," Box 174, Printers' Ink.

mented with advertising. He thought he would try something different, a little trick. He got results!

He sent out a little card which said: "Don't fail to be at the above address Tuesday, 10 a.m., sharp." The card was headed "Police-Fire Emergency Guard Bureau."

The Schoolmaster doesn't know how many cards Mr. White sent out, but several hundred men responded. So many men showed up at Mr. White's office that the police had to be called out.

It seems that he sells a fire safety contrivance and was anxious to get some agents for it. This little advertising trick, he figured, would get results. It did. But the men who responded to it weren't interested in becoming agents. They were interested in getting even with Mr. White for tricking them into calling at his office.

It isn't often that misleading advertising comes back on its sponsor so quickly. Yet many an advertiser has found to his sorrow that readers don't like to be tricked. They don't like to be tricked into reading an advertisement by an illustration which has nothing to do with the message. They don't like to be tricked with exaggerated claims or misleading statements.

## Heads Providence Women's Club

Alice M. McCoart has been elected president of the Women's Advertising Club of Providence, R. I. Lurena G. Adams is vice-president; Maybelle Tolman, corresponding secretary; Sadie Hunt, recording secretary, and Mary E. Kiernan, treasurer.

Jeanette Carroll, Margaret T. Deasy, A. Marie Davies and Harriet Dimond have been elected to the advisory board.

## A. E. McNeill Has Own Business

Austin E. McNeill, formerly a member of the firm of Emil Brisacher & Staff, San Francisco advertising agency, has established his own advertising business at that city, with offices at 24 California Street.



**PEN DRAWINGS**  
 Drawn to order.  
 of any subject.  
 SEND FOR FREE  
 FOLDER.  
 BOX 312 PRINTERS INK, N.Y.



three inches square  
**\$3.50**

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# Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

## BUSINESS OPPORTUNITIES

**PUBLICATION AND COMMERCIAL WORK**—A-1 service; city advantages, country prices. 67 miles from New York. STRYKER PRESS, Washington, N. J. Phone 100.

Long-established Chicago ABC Publisher wishes to share their New York and New England representatives' time with another trade paper publisher on equitable basis. Box 359, P. I., Chicago Office.

Trade Paper desires high-class advertising salesmen, commission basis, New York City, Philadelphia, Baltimore, Cleveland, Chicago, and California. Ex-Fairchild men preferred. Box 360, Printers' Ink.

## EMPLOYMENT SERVICES

Why do so many men of large earnings come to PENN. Because PENN is the oldest institution in America continuously specializing in serving \$5,000-\$50,000 men. PENN has a high standard and lives up to it every day 100%. PENN'S CONTACTS are mainly with Chairmen of the Board, Presidents, General Managers, Treasurers, Directors. PENN is an organization of recognized leaders in placing men of large salary requirements. PENN has helped thousands of men like you. PENN can help you, too. Consult PENN today at 535 Fifth Av., N. Y.

## HELP WANTED

**ARTIST. WRITE COPY. GOOD COMBINATION MAN.** Must have direct-mail experience. State salary, all particulars in first letter. No beginners. Box 354, Printers' Ink.

**RECIPROCAL ADVERTISING, INC.** offers unusual opportunities to seasoned advertising representatives in all leading cities. State qualifications in applying for territory. For details see advertisement on page 92.

**ACCOUNT EXECUTIVE** for Eastern Agency. Must be aggressive, capable idea and copy man with actual experience getting business for agency and for client. First letter must give accounts sold and serviced and previous agency connections. Box 351, Printers' Ink.

## POSITIONS WANTED

**ARTIST**—A-Number-One on layouts and finished work—good idea man. Has had agency, department store and newspaper experience. Will accept moderate salary. Box 353, Printers' Ink.

**COMMAND A ONE-MAN ADV. DEPT. COPY, ART, LAYOUT. A MONEY-EARNER AND SAVER.** If you are looking for versatility in advertising, see me. Box 356, Printers' Ink.

**ARTIST**—30—creative ability in lettering and layout; good figures in line and wash. Merchandise. Seeks opportunity rather than salary. Samples. Box 361, Printers' Ink.

**ARTIST—EXCELLENT IDEA MAN.** Rough sketches, hygrade finishes. Able to sell if necessary. Specialized displays, packages, direct by mail. Salary \$280 a month. Box 358, Printers' Ink.

**MARKETING RESEARCH**—Sales Promotion man with sales experience, age 31, now with Marketing Counselors Staff—McGraw-Hill, seeks new connection. Address John Spurr, 330 W. 42nd St.

## BOSTON or Providence

Combination Artist and Production man. Broad experience in D.B.M. and Agency production, also contact work. Seeks Printer or Advertiser. Box 350, P. I.

**SALES MANAGER**, aged forty, of Middle West manufacturing company with national distribution, is returning to San Francisco. Will represent manufacturer who wants Pacific Coast distribution. Commission and small drawing account. Interested in lines except food, clothing or auto accessories. Box 357, P. I.

**Correspondence Critic and Instructor**—Graduate of a New England college. Former teacher of English. Eleven years' business experience, including correspondence position, part as circulation manager trade magazine and as employment manager of large corporation. Locate anywhere. Salary immaterial for six or eight months. Box 355, Printers' Ink.

**ASSISTANT** to advertising or sales manager. Young man, 25; University graduate—thoroughly experienced in advertising and sales promotion. Successful record of achievement with national advertisers and ready-to-wear chain. Excellent correspondent; good personality. Seeks permanent position and real opportunity with manufacturer. Box 352, Printers' Ink.

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